# THE

# MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

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Tunnels, Cooling  Basket Dipping Machines  Batch Rollers Warmers  Beaters Cream	Mixing Open Fire Steam Jacketed Tilting Mills, Suger Meters, Flow Mixers	X-Ray Equipment  Raw Materials  Acids (Specify)	Gum Arabic and Tragacanth Honey Invertase Licorice Maple Sugar and Syrup Marzipan Milk Products
Egg and Gelatine Marshmallow Whip Belting Conveyor Packing Power	Motors (Specify Size) Moulds Aluminum Metal Rubber	Albumen Butter, Coconut Caramel Cream and Paste Chemicals (Specify)	Dry Condensed Plastic Molasses Nuts, Shelled and Unshelled Oil, Slab Pectin
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# THE MANUFACTURING CONFECTIONER



# ARC WELDING In The Confectionery Plant

By G. G. LANDIS

Chief Engineer, Lincoln Electric Company

THE maintenance department of many industrial plants has passed through a period of change in recent years.

It was not so many years ago that the work of maintaining a plant consisted chiefly of replacing broken or worn equipment with new parts or new machines. The work consisted of dismantling the broken or worn machine, or removing the parts and installing a new piece of equipment in its place. Seldom were attempts made to repair the broken or worn parts because of the lack of a satisfactory method.

The change referred to above as having taken place in the maintenance department of many plants is evidenced not only in the appearance of the department, but also in the method by which it carries on its operations. The change has also expressed itself in the different attitude toward the work and the frame of mind or habit of thinking toward it.

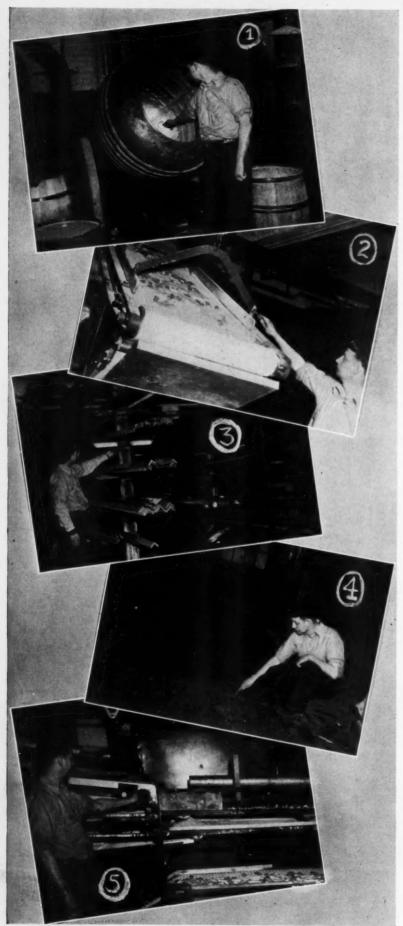
This change has come about as the result of experience gained in the use of a new method of maintaining the machinery and equipment of the plant. This method relieves the maintenance department of the necessity of scrapping a broken or worn machine in favor of costly replacements, and enables the department to repair a break in a machine or structure, whether it is made of ferrous or non-ferrous metal, and add new metal to worn surfaces, thus making the part as good or better than it was when new. Nor is the new method limited to such types of repair work. It enables the shop to erect new structures, run new pipe lines or piping systems, even fabricate many items of miscellaneous equipment, which, otherwise, they perhaps would have to purchase on the



Welder Fabricating a Machine Guard Using Angle Iron and Screen. D. L. Clark Co., Pittsburgh, Pa.

Below—Repairing a Copper Mixing Pan with the Electric Arc. Small Jobs Like This Are Quickly and Economically Repaired.





outside. By thus widening the range of the maintenance department's effective work, the method referred to saves large sums of money which formerly found their way onto the scrap pile in the form of broken and worn machines.

The new method of plant maintenance referred to is electric arc welding. This process can be used in mending broken parts of mild steel, high tensile steel, manganese steel, stainless steel, light gauge steel, cast iron, aluminum, copper, bronze, etc. Such metals, if they have become worn due to abrasion, corrosion, or other service conditions, can also be restored to their original dimensions by the addition of new metal of better wearing quality than the original part.

No matter what the use of arc welding might be, its application is inherently simple. The same phenomenon takes place whether two broken pieces of metal are being joined together or whether new metal is being added to replace worn surfaces. This phenomenon is the electric arc. The moment an electrode carrying arc welding current comes in contact with metal a spark is produced which has a temperature of approximately 7000°F. This extreme heat melts steel instantaneously. New metal melted in conjunction with the metal being welded is mixed with it so that when the electric arc is withdrawn the metal cools, forming a homogeneous bond or "weld."

When the maintenance department, with the wide variety of work which it is called upon to do, finishes welding a break in a piece of steel and turns to repairing worn surfaces, it applies arc welding in the same fundamental way, merely selecting the proper electrode for the work at hand and doing the welding in accordance with established procedure for that type of work.

The D. L. Clark Company, Pittsburgh, Pa., one of the country's leading manufacturers of candy, recently adopted electric arc welding for its maintenance work. The master mechanic, A. R. Thoke, reports that they are finding new applications for welding in their maintenance work each day, and that a welding machine purchased recently will pay for itself within a year, due to the savings obtained

The variety of uses of arc welding in candy plant maintenance are shown in the accompanying illustrations.

One of the principal jobs is the maintenance of conveyors over which the candy passes through the various stages of manu-

 This Copper Revolving Pan Was Repaired by Arc Welding.
 Lifting Arm on Conveyor, Arc Welded from α Piece of Flat Bar Stock.
 Steel Storage Racks Fabricated by Welding. The Vertical Member is 6-in. Channel. While the Horozintal Cross Arms Are Angle Iron.
 Many Steel Doors, Subject to Wear by Trucks, Are Covered with Steel Plates Arc Welded Together As Shown.
 Special Arc Welding Work on Conveyors in Plant of the D. L. Clark Company. facture. Some of the illustrations show maintenance work done on conveyors by means of the electric arc process. One shows a side support for a roller conveyor, the support having been welded in place in a few minutes. Another example of welded conveyor frame work is also shown. In another instance a 1-inch by 1-inch angle iron arc was welded in place as the supporting arm for a conveyor. The lifting arm of a conveyor was fabricated simply by welding a piece of flat bar stock to each end of a curved piece of steel.

In order that repairs may be made when and where needed on its conveyor system, the company uses a portable welder and has electrical outlets located at various points throughout the plant. As a result, the welder can be plugged in for operation at almost any location.

Effective use is made of arc welding in piping work. Arc welded piping is used to carry chocolate to various parts of this plant. A strip of 6-inch pipe arc welded joins a mixing machine on one floor and a feeder on the floor below

Many machine parts such as the bronze roller on the wrapping machine are built up by arc welding when they become worn. Blower outlet and motor mounting brackets are fabricated right in the welding shop, using sheet metal or plate cut to proper size and shape.

The company uses steel plate to cover its floors and save them from the wear and tear imposed on them by operation of trucks. The steel plates are simply arc welded together thus affording a wear-resisting surface.

Special shop fixtures and structures are built in a short time at substantial savings in cost by arc welding. In another illustration can be seen a welder fabricating a guard for a machine drive simply by fusing angle iron and screen together.

The ability to arc weld copper has made it possible for the company to obtain the many advantages available with arc welding in maintenance of a great deal of its equipment. One of the illustrations shows an arc welder repairing a copper mixing pan which has become damaged from constant use. Another example of copper welding in maintenance can be seen in another view. A revolving pan for sugar-coating candy was repaired by the electric arc process.

In order that it may be able to make re-

6. This Piping which Carries Chocolate in the D. L. Clark Plant, Was Fabricated by Arc Welding, 7. A Conveyor Supporting Arm Was Built from 1-in. x 1-in. Angle Iron by Arc Welding, 8. Many Machine Parts, Such As the Bronze Roller in This Wrapping Machine, Are Built-Up by Arc Welding When They Become Worn. 9. Stretch of 6-in. Pipe Joining A Mixing Machine on the Floor Above and This Feeder, All of Welded Steel Construction. 10. A Side Support For Roller Conveyor Welded In Place by Electric Arc.



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pairs without undue delay, the maintenance department keeps on hand at all times a supply of steel plates and shapes. A view in the welding shop shows the steel storage racks on which are stored various sizes of angles used in maintenance work. It is interesting to note that these racks were fabricated by arc welding. The vertical member is a 6-inch channel, while the horizontal cross arms are fabricated of 2-inch by 2-inch angle iron cut and turned up on the top flange as can be seen in the illustration.

The advantageous use which the Clark Company makes of arc welding in its maintenance work is typical of a growing number of industrial plants. Through the progressive study of this method and its intelligent application to repair work, companies throughout the industrial field are saving thousands of dollars annually. Savings in manufacturing time are frequent because the repair work can be accomplished without removing the machine. There are many instances on record of equipment being repaired by arc welding without the removal of a single bolt. In other words, the equipment is not moved from its permanent site, but is repaired right on the spot. All that is necessary is to select a proper type of welding electrode, set the controls of the machine, touch the electrode to the work, and deposit enough weld metal to complete the repair.

There is also a safety factor involved. Since welded construction leaves no projecting edges where they are undesirable, as in the case of a revolving pan, or some similar machine, it is a valuable method of fabricating or repair, for there are no raw edges. Thus, the hazard of getting very fine shavings of metal in the candy when the batch is scraped out, or in mixing, it completely eliminated. The fact that arc welded construction is permanently tight and leak-proof, that it has no joints to become loose from vibration, that it is as strong at the joints as anywhere else, and that welded construction permits cost and weight savings—these considerations all emphasize the benefits of this type of construction and repair work.

# N.C.A. Convention in New York, June 3 to 6

The date for the 57th Annual Convention of the National Confectioners Association has been tentatively set for June 3 to 6, 1940. New York has been selected as the convention city, and headquarters hotel will again be the Waldorf-Astoria.

# New England Retailers To Hold Convention

The first annual convention and exhibition sponsored by the New England Retail Confectioners Association will be held at the Kenmore hotel, Boston, October 16 and 17, according to Herbert W. Hopkins, president of the association. The meeting will be held at that time in order to initiate Candy Week. Firms wishing to participate are requested to get in touch with Wm. T. Frary, 53 Devonshire St., Boston, who has been appointed Show Manager.

Notice of application for articles of incorporation for a new candy manufacturing and sales firm, Penbrook Candy Co., were filed in the state department of the commonwealth of Pennsylvania, Harrisburg, early this month.

# NEW YORK PLANS "SWEETEST DAY"

Plans for co-operation of all interested industries in the promotion of the first "Sweetest Day" ever held in Metropolitan New York were discussed at a general meeting at the Pennsylvania Hotel, August 9. A. B. Hoppe, of Loft, Inc., who was recently chosen chairman of the committee to promote the day, presided. A large attendance composed of representatives from the confectionery, gift and service industries, and of distributors and retail stores heard the suggestions and opinions of an imposing array of speakers.

After outlining the way in which other cities had promoted the "day" and indicating that Grover Whalen had pledged the assistance of the New York World's Fair in the promotion, Mr. Hoppe called upon A. M. Kelly, executive vice president of the N.C.A., to outline the essential details of "Sweetest Day" as promoted in other cities. Miss Grace Austin, of Schrafft's, also a member of the general committee, outlined various "stunts" which would help to give publicity to the promotion.

Another speaker was H. H. Ellinger of Huyler's, who offered the cooperation of his firm. William Heide, Henry Heide, Inc., the next speaker, pointed out that since it was the first effort at such promotion in New York, it would be best not to make plans too ambitious, inasmuch as it takes years of concentrated effort to make the public "Sweetest Day" conscious. Mr. E. R. Florea of Macy's expressed the opinion that his firm would be tremendously interested in such promotion. Albert Horowitz, president of the New York Association of Manufacturers of Confectionery and Chocolate, indicated that in other cities where the day has been successfully promoted, it was the experience that one man's time must be given over completely to the checking of details.

Mr. W. A. Lindelow, in charge of the Price Candy Company's candy department in Gimbal's, said that in his opinion the department stores of New York are the logical sources from which to get support for such promotion since they control the largest retail advertising appropriation for newspapers. William Michels of Beech Nut, stated that his company would undoubtedly cooperate, and suggested that a committee of retailers be appointed to cooperate with a committee of the various types of manufacturers.

Pledges of assistance and cooperation from the Ice Cream Manufacturers Protective Association were given by John J. Gabriel, and from the Confectionery and Tobacco Jobbers Association by R. R. Kaplan. Mr. Van Fitzpatrick, president of the National Confectionery Salesmens Association, stated that every member of his organization is telling customers about the day and the promotion behind it. T. R. Schoonmaker, executive secretary of the Brazil Nut Advertising Fund, offered his cooperation to the campaign. Philip Hinerfeld, a representative of the Postal Telegraph Company, mentioned the possibilities of getting a radio tie-in through one of the stations controlled by his company. The final speaker was George LeSauvage of Schrafft's, who suggested that the working personnel for the promotion be subdivided into several sub-committees representing the various groups co-operating and that the activities of these sub-committees be directed by a general steering committee. It is expected that another meeting for the purpose of setting up a working organization will be held shortly.

# STARCH

# Its Use in Confectionery Manufacture

Sixth of the Analytical Studies of Candy Raw Materials

By K. E. LANGWILL

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In AN article which appeared in the May issue of this publication, starch was listed as one of the more commonly used colloids. Such a use is widespread and the selection of the proper type can be made from a variety of sources. There is rice, corn, sago, barley, and, in fact, all grains contain some starch. Unripe fruit such as apples and bananas contain much starch which is changed to sugars as the fruit ripens, while young corn kernels and peas contain sugar which later is transformed into starch as the seeds mature. In the United States, corn is probably the one raw material which is used most extensively as a commercial source but within the past few years the manufacture of starch from sweet potatoes has been increasing rapidly.

Due to the physical characteristics of starch, it finds its way into many industries other than food. Colloidal dispersions of tapioca and potato starch which are known as "vegetable glue" show great adhesive properties. When starch is used in textile manufacture as a finishing material, it acts in the dual capacity of a stiffening and binding agent.

The uses of starch in food products are highly diversified. On account of its ability to absorb moisture, up to 3% is oftentimes mixed with powdered sugar to prevent caking. For this reason and also to act as a diluent, it is sometimes added to baking powders. As a thickening agent, it may be added to puddings, salad dressings and soups. In the brewing industry, starch is converted into maltose by the enzyme diastase of the barley-grains, thereby furnishing a fermentable carbohydrate.

The starch granule varies in size and shape according to the source from which it is derived. Advantage is taken of this fact as a means of identifying each type microscopically. All starches unless specially treated are practically insoluble in cold water. The granules, however, are reported to contain two distinct substances which have been given the names alpha and beta amylose respectively. In corn starch, alpha amylose represents

about 15%-20% of the granule which has combined with it chemically, minute proportions of fatty acid radicals, and phosphorus. These are sometimes referred to as the "lipoids" of starch. This part of the granule does not dissolve upon boiling with water, but yields a viscous opalescent paste. Beta amylose constitutes from 80%-85% of the starch granule, gives a clear solution in boiling water and a pure blue color with iodine.

# Molding Starch

Proceeding to the use of starch in the confectionery industry, we find that it has two distinct roles; one as a tool to aid in the manufacturing of cast goods, and the other as an ingredient in the confection itself. The requirements for starch which is to be used for molding purposes are that it be clean, pure, free from bacteria, hold its shape well and carry the proper amount of moisture. When marshmallows are to be cast, it is necessary to dry the starch to a moisture content of 5% to 6.5%, depending on whether the hard or soft variety is desired. Correct casting and drying temperatures must also be employed to produce a satisfactory product. When casting creams which are later to be covered with chocolate, it is not necessary to dry the starch much below 8% of moisture.

Quite naturally, as the starch is used over and over again it will pick up "tails" and become mixed with sugar and possibly trash through constant handling. It may be of interest to note the analyses of two samples of molding starch which had served their purpose and should have been discarded.

	"A"	"B"
Moisture	_	7.95%
Reducing sugars B. I	1.00%	0.17
Reducing sugars A. I	4.61	-
Sucrose	3.43	Trace
Water soluble	7.70	0.20
Acetone extract	_	1.04

Both samples were grey and dirty in appearance. A true picture of the sugar content of sample "B" is not shown by the analysis because the "tails" were of such a size that they were easily sifted out and were not included in the sample taken for analysis. The acetone extract of sample "B" represents greasy materials which tend to cause lumping of the starch and materially reduce its ability to absorb moisture. The presence of excess "tails" will cause specks and uneven surfaces on the cast confection.

# Starch As An Ingredient

When starch is to be used as an ingredient, the consistency of the finished confection determines whether a thick or thin boiling starch is indicated. If a soft tender gum is desired, a thin boiling starch is generally used, but if a tough, chewy gum or cut jelly is wanted, a thick boiling starch will serve the purpose. Thick boiling starch is usually one which has had no further treatment after initial purification. One method of rendering thick boiling starches more fluid is by treatment with dilute hydrochloric acid in the cold or at least at a temperature below 130°F. and then neutralizing at the desired conversion point. This same result may be obtained by enzymatic action and other methods.

An analysis of four average commercial starch samples gave the following results:

	No. 1	No. 2	No. 3	No. 4
Moisture	9.28%	9.37%	10.19%	10.04%
Cold water soluble	0.04	0.21	0.10	0.04
Cold water insoluble	89.80	89.48	88.91	89.18
Starch (acid				
hydrolysis)	86.13	85.32	86.90	86.44
Reducing sugars	Trace	Trace	Trace	Trace
Ash	0.111	0.347	0.243	0.103
Viscosity	343	60	52	53
Color	++++	+++	- ++	+
Gel strength	+++	++	++	+

No. 1-Thick boiling starch

No. 2, No. 3 and No. 4—Thin boiling starches

A study of analytical results indicate little difference between the thick and thin boiling starches for viscosity and gel strength. The fact that the ash is higher in samples No. 2 and No. 3 than in the others may be due to alkaline salts employed to neutralize the acid used in the conversion. Viscosity was determined by making a 5% solution of starch in the cold with 2% alkali (NaOH), noting the time for the same volume of each solution to flow through a definite sized orifice. The thick boiling starch solution was too heavy to flow but came through the opening in drops. For this reason, if a series of thick boiling starches were to be compared, it would be advisable to use a pipette with a larger orifice or make up a more dilute solution of starch, as for example a 2% solution. Another method of determining viscosity or fluidity is to time the flow of 100 cc. of water through an orifice of definite size. The viscosity of the starch solution is then expressed as the number of cubic centimeters which will flow through the aperture in the time required for 100 cc. of water. In this case the thick boiling starch would have a low number indicating its fluidity rather than a high one as given in the table. The depth of color of the alkaline solutions used for viscosity tests may be determined by using either a colorimeter or set of Nessler tubes. In this case the Nessler tubes were employed.

# Analytical Determination

Starch as determined by acid hydrolysis was less than the value estimated as "cold water insoluble." In explaining this condition it must be remembered that, theoretically, the final product of the acid hydrolysis of starch is dextrose. This has a molecular weight of 180 as against starch, which has a molecular weight of 162 taken n number of times. For this reason 100 parts of dextrose correspond to only 90 (162÷180×100) parts of starch. According to Woodman, even though the A. O. A. C. has agreed on the factor 0.9 for the calculation of starch from dextrose, actual results are only 95% to 98% of the theoretical. The factor 0.92—0.95 should give results more nearly corresponding to the starch actually present.

The determination of starch by the diastase method gives even lower results since it does not include pentosans or other carbohydrates which upon acid hydrolysis yield reducing sugars. The direct acid hydrolysis method has the advantage of being much quicker and easier of manipulation than the diastase method and is usually sufficiently accurate except in cases where a small amount of starch and a large amount of pentosans are present, for example cocoa shells. Unless extreme accuracy is indicated, neither method is necessary in the usual routine checking of starch in gum goods. The simplest applicable method is to dissovle a weighed sample of the gum or jelly in water by allowing it to stand overnight at room temperature, washing with cold water, centrifuging and weighing the cold water insoluble. Since some of the starch may have been rendered soluble during the cooking process, another sample should be dissolved in a small quantity of water and 95% alcohol added until the concentration (usually 80%) is sufficient to precipitate the starch. The precipitate is allowed to stand overnight, centrifuged, washed with alcohol of the same concentration and then dried for 18 hours. This precipitate accounts for the total starch present and when the weight of the water insoluble material is subtracted from the weight of the alcohol precipitate, the result is the soluble starch present in the finished confection, provided no substances in the confection other than starch are insoluble in water or alcohol.

As will be seen from the table, air dried starch contains approximately 10% moisture but when subjected to high humidity, it will take up anywhere from 2 to 4% of additional water. A sample which had been bought as kiln dried starch where moisture content had been reduced to approximately 4% picked up considerable moisture when stored under average factory conditions for some time. When it was required for use, moisture content was 8%.

### Conclusions

As will be seen from the foregoing analytical data, the chemical analysis of starch does not indicate its potential uses. True, the moisture content is a worthwhile criterion and in the case of "used" molding starches freedom from "tails" and sugar particles is important as is color, ash and percentage of extraneous fatty material.

In the case of starch when used as in ingredient, its fluidity and clarity when boiled in a gum or jelly batch are its most important physical factors. The suitability of starch to gum and jelly work will depend largely upon its ability to mix readily in cold water and boil to a clear consistency. Tenderness or toughness, as the desired characteristic may be, will depend upon the degree of conversion to which the starch has been subjected.

# Outstanding S.W.C.A. Convention

OUTHERN Wholesale Confectioners Association's 19th Annual Convention, held in Chattanooga, Tenn., July 27 to 29, was acclaimed one of the best annual meetings ever held by the group. A record attendance and a comprehensive program of work accomplished are the basis for this claim. Including jobbers, manufacturers, manufacturer's representatives, jobber salesmen, visitors, etc., registration totalled over 300 persons.

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Following the golf tournament which occupied members and guests on Thursday morning, July 27, the formal program of convention activities got under way on Thursday afternoon with an address of welcome by Edward D. Bass, mayor of Chattanooga, response by C. B. Poole of Gaffney, South Carolina, and a welcome to the ladies in attendance, by Mrs. W. E. Brock, Senior, wife of W. E. Brock, president of the Brock Candy Co., Chattanooga. The president's annual address, by President Howard A. Hanby, and the secretary's report, by C. M. McMillan, secretary-treasurer of the S.W.G.A., were the next items of business, after which Harry R. Chapman, president of the National Confectioners' Association, addressed the assembly on "Closer Cooperation Between Jobbers and Manufacturers." Taking up

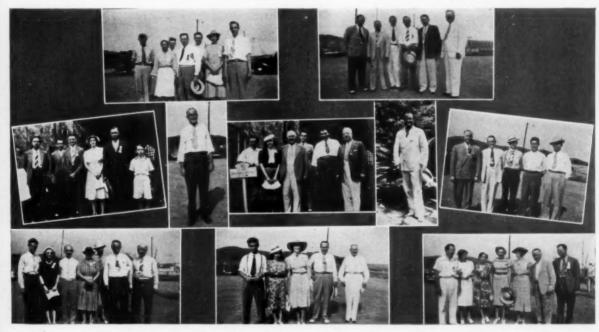
the various distributive problems confronting both manufacturers and jobbers under present business conditions, President Chapman itemized in detail the manner in which jobbers working in closer harmony with the manufacturers can be of invaluable assistance in eliminating, or at least minimizing, some of the practices which are taking the profit out of the candy business today. Mr. Chapman mentioned specifically the problems of returned goods, candy racketeering, proper merchandising and sales education.

Fair trade came in for its share of discussion, from the manufacturer's viewpoint, as expressed by J. H. Daugherty of Rockwood and Co., New York, and from the jobber's point of view, as expressed by J. M. Butler, Eli Witt Cigar Co., Gainesville, Fla.

the jobber's point of view, as expressed by J. M. Butler, Eli Witt Cigar Co., Gainesville, Fla.

Friday's general session, presided over by President Hanby, was launched by the address of William F. Heide, Inc., chairman of the N.C.A. Legislative Committee, on the subject: "The Responsibility of the Jobber in National Legislation." Mr. Heide repeated his contention that blanket claims should not be allowed on the distributors on returned goods and that no claims should be allowed on returned goods beyond the maxi-

(Turn to page 26, please)



Above, Left.—Mr. & Mrs. F. Bahr, Akron; F. F. Robbins, Jackson, Tenn.; R. J. Beck, Louisville; Mr. & Mrs. Sidney Grossman, Louisville; W. E. Brock, Jr., Chattanooga. Right.—Wm. B. Hunt, Philadelphia; Lennie Elmer, New Orleans; J. J. Reiss, New Orleans; W. E. Hartsell, Aberdeen, Miss.; J. M. Shaffer, Bethlehem, Pa.; and B. G. Fulkerson, New Orleans.

Center, Left—J. W. Harris and Kenneth Inabnet, Monroe, La.; E. D. George, Monroe, La.; Mr. & Mrs. A. J. Carmichael and son, Andy, Miami, Fla. James F. McHugh, New York, Convention Speaker, Center—F. C. Frey, New York; Mrs. Jack Robertson, Atlanta; Wm. F. Heide, New York, Convention Speaker; Richard Brock, Chattanooga; Harry R. Chapman, Cambridge, Mass.; Con-

vention Speaker and President of the N.C.A. S.W.C.A. Association Secretary C. M. McMillan of Atlanta. Right—T. H. Hubert, Miami: John E. Davis, Richmond, Va.: Wendell Black, Charile King and Cecil Jones.

Below, Left—Mr. & Mrs. Hamlin Briggs, High Point, N. C.; Victor R. Frank, Louisville; Mr. and Mrs. E. R. Jones, Owensboro, Ky.; F. B. Wamsley, Chicago, and Charles Harris. Center—Mr. & Mrs. J. Ludsky, Chattonooga; S.W.C.A. President Howard A. Hanby and Mrs. Hanby; and R. F. Willingham, Right—Mr. & Mrs. Curt D. Lovill, High Point, N. C.; Mrs. E. H. Ballentine, Memphis; Mrs. Ed. Harris, Birmingham; and Ben Tavel, New York.

for August, 1939



# THE INDUSTRY'S MDY CLIMIC

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

# IMER CANDIES – FUI

### CODE 8A39

### Iced Coconut Balls—1 lb.—20c

(Purchased in a 5 & 10c store, New York City)

Sold in bulk.

Colors: Good. Texture: Good.

Taste: Good. Remarks: Candy is well made and good eating. Cheaply priced at 20c the

# CODE 8B39

### Assorted Nut Fudge-1 lb.-39c

(Purchased in a department store, New York City)

Sold in bulk.

Colors: Good.

Texture: See Remarks.

Flavors: Good.

Remarks: Candy did not eat like a fudge; more like a grained caramel, good eating, but not a good fudge.

# CODE 8C39

# Assorted Hard Candy Pops-6 pieces-5c

(Purchased in a drug store, New York City)

Appearance of Package: Good.

Size: Good.

Pops are mounted on a folding board which looks like a book when closed. Pops are wrapped in cellulose.

Color of Pops: Good. Flavors: Good.

Remarks: This is the outstanding 5c Pop package on the market, cheaply priced at 5c.

CODE 8D39

### Chocolate Fudge Bar-

21/2 ozs.-5c

(Purchased at a cigar stand, New York City)

Appearance of Bar: Good. Wrapper white, printed in blue, inside white wrapper.

Size: Good.

Coating: Dark. Color: Good. Gloss: Fair. Taste: Fair

Center:

Color: Too light for chocolate.

Texture: Good.

Taste: Fair.

Remarks: Bar is not up to standard. Coating had a cheap taste and center lacked a good chocolate taste. Sugguest bar be made smaller and its quality improved.

### CODE 8E39

### Assorted Chews-1 lb.-19c

(Purchased at Department store, Chicago, Ill.)

Appearance of Package: Good. Cellulose bag, printed red paper, clip on top.

Size: Good.

Each piece wrapped in colored wax

paper.

Colors: Good. Texture: Good. Flavors: Good.

Remarks: Candy is good eating and should be a good seller at the price.

CODE 8F39

# Chocolate Pecan Fudge Bar-21/2 ozs.-5c

(Purchased in a Department store, Chicago, Ill.)

Appearance of Bar: Good. Cellulose wrapper, Gold and blue seal.

Size: Good.

Color: Too light, for chocolate.

Texture: Good. Taste: Fair.

Remarks: Fudge needs considerable more chocolate to give it a good chocolate flavor.

### CODE 8G39

# Assorted Cream Mints-1 lb.-29c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good.

Box: One layer, white printed in gold and blue, cellulose wrapper.

Appearance of Box on Opening. Good.

Colors: Good. Texture: Good. Flavors: Good.

Remarks: Name is deceiving as wafers are not cream, but sugar wafers. Wafers are well made and neatly packed.

# CODE 8H39

# **Assorted Sugared Hard Candy** Balls & Sticks-1 lb.-25c

(Purchased in Department store, Chicago, Ill.)

Appearance of Package: Good.

Box: One layer, orange color, gold and blue seal tied with blue grass ribbon, cellulose wrapper.

THE MANUFACTURING CONFECTIONER

Appearance of Box on Opening: Good.

Colors: Good. Flavors: Good.

Remarks: This should be a good Summer package and a good seller at 25c. Candy is well packed and made a good appearance, package is neatly finished up.

# CODE 8139

# Summer Candies-1 lb.-20c

(Purchased in a chain 5c & 10c store, New York City)

Sold in Bulk.

Chocolate filled plastic, cellulose wrappers.

Colors: Good. Flavors: Fair.

Centers: Chocolate paste: Good.

Remarks: At the price of 20c the pound no fault can be found with this candy.

### CODE 8139

### Molasses Kisses-1 lb.-29c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Package: Good. Large printed cellulose bag.

printed cellulose bag Size: Good.

Color: Good.
Texture: Fair.
Flavor: Good.

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Flavor: Good.

Remarks: Kisses had a good molasses flavor. Texture of kisses was not good as they were partly grained. Suggest formula be checked to avoid grain. Should be a good selling number if made right.

### CODE 8K39

# Assorted Gums-10 ozs.-15c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good. Open face printed tray, cellulose wrapper.

Size: Good.
Colors: Good.
Texture: Good.
Flavors: Good.

Remarks: This is a good box of gums, well made and neatly packed. One of the best gum packages that the Clinic has examined this year, in this price range.

### CODE 8L39

# Assorted Hard Candy Sticks 2½ ozs.—10c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good. Size: Small for a 10c seller.

Box: Folding, white printed in red and blue, open window in center.

Nine pieces each wrapped in cellu-

lose.
Colors: Good.
Stripes: Good.
Gloss: Good.

Flavor: Good.

Remarks: This package of sticks is priced a trifle too high at 10c.

### CODE 8M39

# Chocolate Coated Nut Fudge Bar —2½ ozs.—5c

(Purchased in a department store, Chicago, Ill.)

Appearance of Bar: Good. Wrapper foil

printed in blue. Size: Good.

Coating: Light: Good.

Center: Color: Fair.

Texture: Good. Taste: Fair.

Remarks: Suggest more chocolate be used in the center as it did not have a good chocolate flavor. Bar is well made and one of the best of its kind on the market.

### CODE 8N39

# Assorted Miniature Jellies 1 lb.—25c

(Purchased in a chain drug store New York City)

Appearance of Package: Good.

Box: One layer, color yellow, printed in green and yellow, cellulose wrapper.

Appearance of Box on Opening: Good.

Colors: Good.
Texture: Good.
Favors: Fair.

Remarks: Candy did not eat like a jelly, more like a gum drop; and were partly grained. Suggest piece be made tender if it is going to be called a jelly and formula checked to avoid grain.

### **CODE 8039**

### Summer Candies—1/2 lb.—50c

(Purchased in a candy retail store, San Francisco, Cal.)

Appearance of Package: Fair.

Box: One layer, light green printed in gold and tied with pink grass ribbon. Appearance of Box on Opening: Good.

Assortment: Marshmallows & Gums:

Colors: Good.
Texture: Good.

Flavors: Good. Lemon & Orange Drops:

Colors: Good. Gloss: None. Flavors: Fair.

Peppermint Daisies: Good.

Raspberry Drops: Fair—see Remarks. Solid Chocolate Piece: Good.

Assorted Jelly rolls: Good.

Gum Cherries: Texture & color good.

Flavors: Fair. Gum Strawberries:

Texture & Color: Good. Flavors: Fair.

Lemon & Orange Slices: Texture & Color: Good.

Flavors: Fair. Turkish Paste: Texture & Color: Good.

Flavor: Fair.

Remarks: Candy was well made but flavors were not up to standard. Suggest better oil flavors be used. Box is high priced at 50c the half pound. Suggest a cellulose wrapper.

### CODE 8P39

# Caramel & Fudge Bar-4 ozs.-5c

(Purchased in a drug store, San Francisco, Cal.)

Appearance of Bar: Good. Foil wrapper,

red printed in blue.

Size: Good.
Coating: Light.
Color: Good.
Gloss: None.

Taste: Very cheap.

Center: Layer of caramel with peanut,

layer of vanilla fudge. Color: Good.

Texture: Good. Taste: Fair.

Remarks: Center was good eating but coating was so cheap it spoiled the taste of the bar. If a smaller bar was made and a better coating used, this bar would get more repeat business.

### CODE 8Q39

# Coffee Bon Bons-33/4 ozs.-25c

(Purchased in a Department store, Chicago, Ill.)

Appearance of Package: Good.

Size: Good.

Box: One layer, brown printed in dark brown inside tin box.

Each piece is wrapped in a cellulose

printed wrapper.

Color: Good.
Texture: Good.
Flavor: Good.

Remarks: This is the finest coffee hard candy piece that the Clinic has examined in a long time. The light colored piece wrapped in foil had a rancid taste, does not compare with the coffee piece. Package is neatly put up.

### CODE 8R39

### Cashew Brittle-1 lb.-49c

(Sent in for Analysis No. 4367)

Color: Good. Texture: Good. Taste: Good.

Remarks: This is a good eating Cashew brittle, well made and should be a

good year round package.

### CODE 8S39

# Peanut Brittle—1 lb.—39c

(Sent in for Analysis No. 4368)

Color: Good. Texture: Good. Taste: Good.

Remarks: Well made peanut brittle and good eating. Suggest a trifle less salt be used. This should be a good year round package.



# Sanitation - How?

(An Editorial)

A LL SANITARY laws, codes and regulations on our statute books are limited in their power to influence and enforce proper standards of Sanitation unless we, as food manufacturers, possess an instinctive desire to maintain the highest possible standards of cleanliness and sanitation all through the processing and handling of our products. Clean factories, clean equipment, clean materials, clean workers and clean ethics will follow when the executives and workers in confectionery plants possess the ideals of cleanliness and sanitation and have the conviction and determination to back them up in their daily work—a consciousness which zealously guards their products in a way that is consistent with what the public expects of manufacturers and processors of food products.

The reputable firms in this industry have always subscribed to such standards of sanitation and cleanliness. These plants need fear nothing from the inspections of plants now authorized by the New Food and Drug Act. However, there is in the confectionery industry an element which is not in accord with the better ideals and standards of the industry as a whole, and it is this non-cooperative element which turns the finger of public rebuke on the entire industry when unsanitary plant conditions or impure goods are turned up by such inspection.

Because candy is a food—we even say a "delicious food"—is reason enough for placing the industry on at least the same level of sanitation with other food industries. Candy is, further, so largely used for gift purposes that anything short of perfection in purity and sanitary factory conditions can easily dissipate for the receiver the sentiment and romantic appeal which were the basis for the giver's action. But even more reason is the fact that candy is subjected to considerably more

handling after the cooking process than is the case in baking, canning, and other food processing. There are exceptions, of course, as for instance those candies which are machine produced, wrapped and packaged. even 100 per cent machine production does not mean the candy is entirely free from contamination through dust, foreign substances, etc., and it is probably true even today that the largest portion of factories' output is not entirely machine produced or packaged. Finally, in the distributive division, the highest standards of purity and cleanliness must prevail, because candy is sold through a greater number and variety of outlets than any other food product. Consequently, manufacturers should not only saturate their own organizations with the ideals of sanitation, but they must follow through to the jobbers and dealers who handle their product, for these are the industry's contact with the consuming public. In turn, the jobbers and dealers must give their preference to manufacturers who maintain clean, sanitary plants and zealously supervise the sanitary conditions under which their own people handle and display candy.

Thus, it is demonstrated that Sanitation is not only a consciousness of purity, wholesomeness and cleanliness, but it is a consciousness which must be kept constantly alive by every individual connected with the making or distribution of candy. It is not enough merely to set up a code and get everyone to sign. Unless the industry can obtain 99-44/100 per cent active and conscientious cooperation in Sanitation, the general level of purity, wholesomeness and palatability in candy will not be much improved. The most potent force in any industry is its ideals. If this force can be harnessed and made to pull in one direction on Sanitation, there can be little doubt about the result.

Standard



CONFECTIONERS

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for August, 1939

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page 25



W HY stick to the old style chocolate centers when the public is demanding something new?

New tastes and new flavors are boosting sales for progressive chocolate manufacturers throughout the country who are using Blanke-Baer's pure, delicious fruits and combinations.

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Nesselrode Mixture
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# S.W.C.A.-

(Continued from page 21)

mum of six months. The allowance should not be more than 50 per cent on claims made within six months, except where proof can be shown that goods were of faulty manufacture. He indicated that only by being alert to legislative threats within their own states will the jobbers be assuming their just share of the burden which falls upon the entire industry when proposed legislation of a discriminatory nature is introduced into state legislatures. Mr. Heide further emphasized the role which jobbers can and should play under the state food and

drug laws.

C. E. Morgan, Morgan Bros., Inc., Asheville, N. C., addressed the assembly on "What Can The Jobber Do to Encourage the Manufacturers to Adopt Selective Selling?" Mr. Morgan also assisted the next speaker, Chas. P. Bradley, S. G. Bradley & Sons, Nashville, Tenn., in introducing the subject, "What is the Jobbers' Responsibility Under Selective Selling?" The subject, "Is Exclusive Representation Good for the Manufacturer or Jobber?" and the related subject, "Will the Granting of Exclusives Encourage More Selling Effort on the Part of the Jobber?" were introduced by talks by J. D. Stamatelos, Pensacola, Fla.; Chas. P. Bradley, Nashville, Tenn.; Sam Sawyer, Elba, Ala.; and Clyde A. Short, Shelby, N. C. The talk by Evans D. George, Ouachita Candy Co., Monroe, La., on "What is the Most Satisfactory Basis for Paying Jobber Salesmen?" moved over to the Saturday session, and the special session for jobbers' salesmen, held simultaneously with the general session on Friday morning, was modified from the original program. This session, in charge of R. F. Willingham, newly elected vice president of the National Confectionery Salesmen's Association, heard James F. McHugh, New York, representative for Smith Brothers, talk on "Observations of Jobbers' Salesmen," and Bob McCormack, head of Bob's Candy and Pecan Co., Albany, Ga., who urged the S.W.C.A. to adopt a slogan and to use this slogan. A great part of Mr. McCormack's talk was based on the recently published duPont Survey on Consumer Buying Habits. (See "M. C.", July '39 issue). Wm. B. Hunt of Frank H. Fleer Corp., Philadelphia, also addressed this session. Friday afternoon was given over to the Annual Outing and Chicken Dinner at Lookout Mountain Caverns.

The Saturday session got under way with Julian Fiske, Fine Products Corp., Augusta, Ga., and Victor R. Frank, Geo. Frank & Son, Louisville, Ky., discussing the subject: "Are Short Profit Items Bad for the Candy In-dustry?" They were followed by Sam Sawyer, Elba, Ala., and Adolph Jacobs, Chattanooga, Tenn., who spoke on "What, If Any, is the Jobber's Responsibility in Returned Goods Control?" P. L. Langlois of New Orleans spoke on the topic: "What is the Purpose Behind Free Goods and Deal Merchandising, and Who Benefits?" He was followed by Sidney Grossman, Louisville, Ky., and James J. Reiss, New Orleans, who developed the sub-ject, "Are the Crews of Detail Men Sweeping the Jobbing Industry into the Present Situation of the Tobbaco In-dustry?" A subject very much in the minds of Southern Jobbers was given thorough discussion as the final event on the Saturday morning session. The speakers who discussed "What Can We Do About the Candy Racket in the South?" included O. D. Brannon, Cleveland, Miss., Julian Fiske, Augusta, Ga., and O. A. Slayton, Columbus, Ga., who is legal counsel for the houseto-house premium candy manufacturers usually referred to as the "racket manufacturers." At this session also, the assembly heard Evans George give a very interesting talk on the best plan for remuneration of salesmen, which had originally been scheduled for the Friday meeting. Speakers appearing on the Saturday morning program of the jobbers' salesmen session included: A. J. Carmichael, Monsalvatge and Drane, Miami, Fla., Robert I. Drais, Kimbell Candy Co., Chicago, Sam W. Hallstrom, Walter H. Johnson Co., Chicago, and J. Walter Wright, Curtiss Candy Co., Chicago.

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At the closed session for jobbers only, held on Saturday afternoon, most of the time was devoted to a discussion of suggestions for the policies and program of the S.W.C.A. during the new year, and a large number of ideas were advanced about which the industry will hear more in the next few weeks. At the meeting of the board of directors, also on Saturday afternoon, C. M. McMillan was again elected as secretary-treasurer. The annual banquet and dance wound up activities on Saturday night.

Following are the officials of the S.W.C.A.: President, Howard A. Hanby, Crescent Candy Co., Wilmington Del.; first vice president, Louis Krielow, W. Krielow Grain & Merc. Co., Jennings, La.; second vice president, Sidney Grossman, Moos-Bickel Co., Louisville, Ky.; secretary-treasurer, C. M. McMillan, Atlanta, Ga.

According to Business Week, prospects now are that the native chieftains and farmers of Africa's Gold Coast will work out a cooperative marketing arrangement before their main crop of cacao starts to market this Fall. This plan was recommended by the British commission which studied the situation that precipitated the natives' crop strike a year ago. The Gold Coast steering committee has drafted a plan which, though it remains secret, is understood to approve some form of group marketing.

# PHILADELPHIA TO HOLD FIRST CANDY SHOW SINCE '09

Co-operating on a larger scale than at any time in the last 30 years, when in 1909 Philadelphia held its last candy exposition, Philadelphia confectionery manufacturers and jobbers will sponsor a Candy Show this fall, according to news received from Harry G. Totten, secretary of the Wholesale Confectioners Association of Metropolitan Philadelphia. The Show will be held from Nov. 7 to Nov. 11 in Philadelphia's impressive, spacious and magnificent Convention Hall.

According to an announcement made from the executive offices of the Show Committee, the affair will be under the guidance of the Philadelphia Association of Manufacturers of Confectionery and Chocolate and the Wholesale Confectioners Association of which Mr. Totten is secretary. All procedure will be under the control and by approval of the Philadelphia area manufacturers and jobbers, while the staging, arrangements, publicity and features will be in the hands of professional exposition managers.

Present plans call for a trade show during the day, to which time retail candy dealers within a 50-mile radius of Philadelphia will be invited, and in the evenings the doors will be thrown open to the consuming public. Prime purpose of the Show is to increase public acceptance of confectionery as a "delicious food" of which more should be eaten every day. To this end, all promotional activities will be directed towards interesting the public in Candy and demonstrating the wholesome purity of the ingredients of every piece of candy, as well as its nutritive properties.

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# STANDARD SYNTHETICS



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Real English Toilee Flavors That product of yours may be in need of an extra touch of quality. Or you may wish to introduce some new products. Either way, we can be of real help to you.

We have a wide selection of essential oils from many lands. Skillfully blended by our chemists. Providing a distinguishing touch which you and your trade will not fail to detect—and delight over.

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We shall gladly send samples of oils suited to the products you make. Likewise suggestions and quotations. So send us your problems and we'll supply the right flavors.

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# INFORMAL N.C.A. LUNCHEON MEETING HELD IN CHICAGO

An informal luncheon meeting of members of the National Confectioners Association in Chicago and adjacent territory was held at the LaSalle hotel, Chicago, July 25. S. W. Hallstrom of the Walter H. Johnson Candy Co., N.C.A. vice president, presided.

President Harry R. Chapman discussed association problems and suggested a program for the expansion of association activities. This program has been submitted to the N.C.A. directorship for consideration and action.

A. M. Kelly, executive vice president, informed the meeting of the discontinuance of the Business Privilege Tax which was imposed in the District of Columbia for the past two years. He also discussed the recent hearing held before the Agricultural Marketing Service of the Agriculture Department on the subject of tolerance of foreign substances in peanuts, which at the present time is 1/4 of 1% and which it is hoped to reduce to 1/10 of 1%. Mr. Kelly also touched upon the hearing recently held in Washington before the U.S. Food Standards Commission in the interest of the use of lecithin in chocolate without label declaration. Proposals in advance of public hearings are expected in early Fall which may involve not only lecithin, but also dextrose, milk, cocoa shells, hardening fats, maximum sugar content, and summer coatings. He also pointed out that the association is making an effort to have the general form of judgment notices used by the Food and Drug Administration in publishing seizures conform with the facts rather than as in the present form, which is mis-leading and unfair so far as candy manufacturers are concerned.

M. F. Burger, association secretary, called attention to the possible steps the Food and Drug Administration

may take in inspecting and regulating food factories. He also called attention to the fact that under the Fair Labor Standards Act, the minimum wage, commencing with October 24, will be 30c per hour and the standard work week will be 42 hours. Time worked in excess of 42 hours must be compensated by time and one-half. Mr. Burger also called attention to the fact that under the Social Security Act Amendments of 1939, the old-age insurance tax has most likely been frozen at 1% on the worker and 1% on the employer for the three years of 1940-1942, as against the  $1\frac{1}{2}\%$  rates on each under the original Act. Further, if the report of the Joint Conference Committee of the House and Senate is approved, employers will be compelled to pay only on the first \$3,000 in excess of \$3,000, and not on the entire salary as required under the present law. In closing, Mr. Burger indicated that much greater interest is being shown this year in "Sweetest Day," which is officially set for the third Saturday in October-October 21.

Emanuel H. Schwartz, formerly with Bard & Margolies, New York, is now in his own business in the city. His new company, Empire State Confections, was introduced to the candy trade on June 12, when an informal gettogether was held at the company's offices at 122 Forsyth st., New York, with Mr. Schwartz as host.

The 1939 almond crop in the countries of the Mediterranean Basin is not expected to exceed 51,000 short tons, shelled basis, compared with the 1938 crop of 72,600 tons, according to a report received by the Department of Agriculture from its foreign service office in Paris.

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Try the VOSS CARAMEL CUTTING BOARDS

of special laminated material that will not chip, crack or fray. Long life -double

Guaranteed to deliver coated goods with a SMOOTH, EVEN, UNMARRED FINISH. EASY TO CLEAN, ODORLESS, has LONG LIFE, HIGHLY RESISTANT TO CHECKING AND CRACKING, and is UNAFFECTED BY TEMPERATURE CHANGES.

Why not order a trial belt and be convinced that this is the most durable and economical belt to operate?

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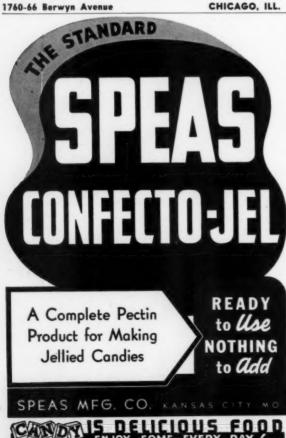
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# CONFECTIONERS' BRIEFS

# Old Corn Sugar Ruling Perpetuated

Though the next meeting of the food standards committee of the Food and Drug Administration will not be held until August 24, an important ruling was made early this month by the Department of Agriculture. The Department announced that in formulating definitions and standards for foods, it will recognize use of sugar and dextrose (refined corn sugar) without label declaration of their presence, thus perpetuating the ruling on corn sugar issued in 1930.

More than 35 authorities on science, invention, sales, advertising, business and finance are scheduled to address the 11th Boston Conference on Distribution to be held at the Statler hotel, Boston, Oct. 2 and 3. The list of prominent leaders who will address the conference is headed by Charles F. Kettering, president of General Motors Research Corporation.

Sales of competitive confectionery and chocolate products during June, 1939, were down 3.5% from the same month last year. As compared with sales for May this year, sales decreased 16.3%. A decrease of only 4.6% was registered between May and June in 1938. Average value per pound for all types of confectionery and competitive chocolate products declined 0.3 cents during May 1939, as compared with May, 1938. As compared with April, average value in May decreased 0.9 cents per

Mars, Inc., Chicago, has signed another year's contract with the National Broadcasting Company for the 'Dr. I.Q." audience participation radio program which they introduced this year. Approximately 50 stations will be included in the network over which the program will be aired each Monday, from 9 to 9:30 p.m.

Herbert A. Dodge, special executive of the National Candy Co., St. Louis, Mo., died recently at his home in New York. Mr. Dodge represented the company in the East for a number of years, and had at one time been president of the National Confectionery Salesmen's Association.

According to a recent issue of Poor's Surveys (Ital), candy sales in the first half of 1939 were well above those in the initial six months of 1938, and the gain is expected to be sustained during the remainder of the year. Consumption, says the survey, will be stimulated by the rising trend in factory payrolls and general business. Meanwhile, the cost of raw materials continues low, particularly sugar and cocoa. Although candy sales are lower, profits of candy makers during 1939 probably will be above those in 1938.

A committee composed of A. B. Hoppe, vice president of Loft, Inc.; Miss Grace Austin, Frank G. Shattuck Co., and William C. Kimberly, New York Candy Manufacturers Association, is formulating plans for observance

# The New Greer Cooling Tunnel

Air Conditioned

# Cools Candies on a Steel Belt

A self contained air conditioning unit supplies cold air to the New Greer Tunnel, both above and below the steel belt that carries the candies. Bottoms are quickly set. The steel belt is inside the Tunnel at all times.

# MORE EFFICIENT — OUTSTANDING PERFORMANCE

I. W. GREER CO.

Chicago: 43 E. Ohio St.

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London: Bramigk & Co., Ltd.

of "Sweetest Day" in metropolitan New York, October 21. The committee has already secured the cooperation of the World's Fair authorities to put "Sweetest Day" on the Fair program calendar, and manufacturers and other members met at the Pennsylvania hotel on August 9, to discuss further plans for observing the day.

Blommer Chocolate Company was recently organized and opened a plant in Chicago. The new company will manufacturer coatings as well as a line of penny and nickel items. The new firm is controlled by three brothers, Al J., Bernard and Henry Blommer, all of whom at one time were associated with the Ambrosia Chocolate Co., Milwaukee, Wis.

# SUPPLY TRADE NOTES

The Clinton Company, Clinton, Iowa, has let a contract for the construction of a modern power plant which will cost in the neighborhood of \$900,000. The new plant will replace an obsolete power system which had been built piece-meal over a number of years. The new plant is expected to effect substantial power cost savings.

Reginald P. Walden, a vice president of Corn Products Refining Co., New York, and a director of the firm, died recently.

Announcement has been made by Fritzsche Brothers, Inc., New York, of the appointment of Joseph A. Gauer



# STANDARDIZE ON SCHIMMEL'S

# FLAVORS

# **FORTAROMS**

Natural fruit bases slightly fortified. Recommended particularly for cream centers.

# KALLISTAROMS

Made specially for hard candy, suckers, etc. Kallistaroms combine quality with economy.

Write for samples

SCHIMMEL & CO., INC.

# **Conching Time Reduced By**



# LEHMANN DISC CONCHE . . .

H ERE is a new aid to economy in the making of chocolate. It produces the same taste development in chocolate in 24 hours as is obtained in upwards of 72 hours of conching by older-type machines, and it turns out this better grade of chocolate with notable economies in cocoa butter.

Highest flexibility in controls for temperatures and aeration is featured, permitting application of specific requirements of the chocolate expert.

This conche synchronizes the various operations such as dispersion, aeration and moisture evaporation, so that the entire processing is effected in the shortest possible time.

Technical Inquiry Invited—Send for Illustrated Booklet.



### J. M. LEHMANN COMPANY, Inc.

Established 1834 250 WEST BROADWAY NEW YORK, N. Y.

Factory: LYNDHURST, N. J.



An exquisite flavor for use in Fall lines of

# HARD GOODS & CREAM WORK

You tested it at the N.C.A. Show. Now get this distinctive Fall flavor for your own candies.

Write For Working Sample

James B. Long & Company, Inc.
Chicago
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415 Greenwich St.
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# Cobee 9 Brand

HARD FATS FOR SUMMER USE

Scientific hard coconut butters with a high melting point range. Dry . . . sharp in break . . . neutral flavor . . . smooth . . . workable.



If you want to benefit the appearance, keeping qualities and high speed production of your candies in hot weather, write for specifications, samples,

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LIGNIN VANILLIN, C. P.

Guarantee yourself an uninterrupted source of supply of Vanillin for your products.

LIGNIN Vanillin is made entirely from native American materials. Requests for sample's on your firm's

Requests for sample's on your firm's letterhead will be promptly answered.

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as manager of the Chicago office and territory. Mr. Gauer assumes the position left vacant by the death of M. B. Zimmer, who died as the result of a heart attack on July 16. Mr. Zimmer had only last February been made a member of the company's Quarter Century club. Increasing business on the West Coast has necessitated removal of the Fritzsche Bros., San Francisco offices to new and larger quarters, the new address being 729 Rialto Building.

Peter Rose, well known in the confectionery industry, has opened an office as manufacturer's representative at 915 Williamson Avenue, Chicago. Mr. Rose will represent several well-known raw materials houses and will cover the Central West and points east.

Gay Engineering Corp., Los Angeles, Cal., was recently appointed to represent the Carrier Corp., Syracuse, N. Y., air conditioning manufacturers, exclusively in Los Angeles County. The new representative will handle larger installations than those for which the local dealers may be franchised in other parts of California and 10 other far western states.

The Borden Company and subsidiaries recently donated \$15,000 to the Greater New York Fund, combined agency through which 380 voluntary health and welfare agencies receive funds for conducting their service work. Other contributors include: Lamont, Corliss & Co., \$4,600; American Sugar Refining Co., and National Sugar Refining Co., \$3,000 each; Corn Products Refining Co., \$2,500; and American Chicle Co., \$1,000.

Magnus, Mabee & Reynard, Inc., New York, recently sent out a novel mailing piece the purpose of which to correct its mailing list. Three detectives of the "Hawkshaw" type are shown going through the company's lists for clues to the whereabouts of customers, proper spelling of names, etc. As a reward for those sending in their correct names and addresses, the company promises to send its latest quotations on essential oils, balsams, oleo resins, basic flavor and perfume materials.

# CONFECTIONERY BROKERS

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Territory: Texas, New Mexico and Arizona

# CANDY PACKAGING

DEVOTED

TO BETTER

PACKAGING

AND

MERCHANDISING

**METHODS** 

PUBLISHED BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

400 West Madison Street, Chicago, Ill.

71 West 23rd Street, New York City

# GIVING "UMPH" TO CANDY PACKAGES

# By H. CARLISLE THOMAS

Member, Packaging Clinic

HAVE been working in the field of design and commercial art for the past 12 years, holding numerous positions with various studios and agencies, but the recent meeting of the Packaging Clinic board was my first "go" at consultation on package design.

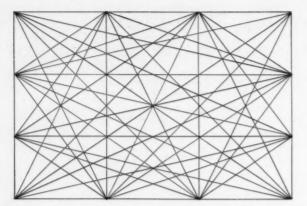
It was with great anticipation and high enthusiasm that I awaited my first meeting with the Candy Packaging Clinic. I was truly anxious to see just how a group of men, leaders in their respective fields, would conduct their examination of packages. Would they be thorough in their examinations, or would their judgments be biased or of a superficial nature, leaving much to be desired in the way of constructive criticism?

At one o'clock on July 21, the meeting came to order, with six men in attendance and the editor in charge. About 20 packages of assorted shapes, sizes and colors

were spread out before us. Some were new, others have been used for a longer period of time. I had scarcely given the packages a once-over when I realized a package had been thrust into my hands and heard the editor saying, "What do you think of this design, Thomas?" Not knowing just exactly what was expected of me I was rather reluctant to commit myself. I didn't know whether I should say right out what I thought, or wait until the rest of the group had been sounded out and then agree with them. But all doubts were dispelled before the first package had made the rounds. I discovered that each man gave his own personal views regardless of what the rest of the committee thought. The thoroughness with which each man performed his mission amazed me. Cartons were torn to pieces in order to more completely examine their con-

At the Left is the Box Now Used for a Delicious Assortment of Pectin Jellies, and at Right is the Re-Designed Package Suggested for the Assortment, Mr. Thomas Has Used the Method of Dynamic Symmetry to Create a Pleasing Design for This





struction. In one instance a carton was actually soaked in water to separate the lining and find out what paper was used. Candies were cut, tasted, and even squashed to determine their perfection as a good merchandising item. I then realized that in order to do my share as design consultant I must do more than just sit in and criticize.

As a result I decided to take two cartons from each meeting of the clinic and redesign them and give the reasons for so doing. We would then have a photograph taken of the original design along-side the re-design so that the reader could visualize just what was in mind in the way of a new design.

# Simplicity Keynote of Good Design

The great sculptor, Rodin, once said that the real test of a good piece of sculpture is, "Will it stand rolling down hill without breaking off any arms or legs?" In other words, the great need of any good piece of art is unity and the simplicity of nature.

I have found the simplest way of working out a pleasing design is to use the method of dynamic symmetry as taught by the famous contemporary painter, Grant Wood. His murals as well as his paintings are based on this method of composition, and I find it readily adaptable to the designing of cartons.

In essence the principle of dynamic symmetry is this: The square or rectangle which constitutes the top of the box is divided on all four sides into three equal spaces. From each of the points dividing the sides a line is drawn to each of the other points, corners included. The result is a maze of crossed diagonal lines which have a direct relationship to the sides, breaking the rectangle into innumerable harmonious related spaces. (See sketch illustrating a rectangle thus divided). In these related spaces we have a foundation for a design of perfect composition. The design is then laid out, using these diagonal lines, or parallels to them, as a basis for construction.

From the group of packages submitted to the Clinic we selected for re-design the two cartons which by their own weaknesses were lost in the shuffle.

In the re-design of the "My Own Jellies" carton, you will see the simplest application of dynamic symmetry. You can note the lines connecting the points which are based on the spacing the sides into thirds. These diagonal lines block the carton top into two areas, one light and one dark. The gaze motion of the eye follows the dark line dividing the light and dark areas, forming an optical illusion which makes the re-designed carton appear to be larger than the original. I did not wish to break up either dark or light areas with a copy block listing contents, so in order to conform with the new packaging law, the list of ingredients was incorporated into the design by placing it in reverse lettering on the dark strip running through the center of the package. The style of lettering on the package was changed from a small insignificant line of script to a large shadowed block letter which gives the package more eye appeal and attention-getting value. This package was designed for one color, as was the original.

# Metal Container Re-Designed

In re-design of the metal container, the main objection to overcome was the fact that this container when viewed from a few feet away had too much the appearance of a coffee or tobacco tin. In order to change this effect, the dark background was eliminated, which was a solid mass of cashew brittle, and we substituted a background of small brown polka dots on a white background. This



In Re-Designing This Can Label, the Main Objection to Overcome Was the Tin's Lack of a Definite Candy Character. At Left the Tin as it is Now Labeled and at Right, the Re-Design. Note Difference in Appearance of Size Given the Can with the Re-Designed Label.

MR. THOMAS sat in on the Packaging Clinic session for the first time, recently, as design consultant. He studied under the great contemporary painter, Grant Wood, whose murals and other paintings are based upon the Dynamic Symmetry principle of composition. Since completing his studies under Wood, Mr. Thomas has spent approximately 12 years in the field of Design and Commercial Art in various studios and advertising agency art departments and has designed packages for a number of candy manufacturers. We feel fortunate in being able to present Mr. Thomas as a new member of the

Packaging Clinic Board.—The Editor

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gave a much lighter and open appearance to the tin and minimized to a great extent the appearance of something other than a candy container. In the original design, an interesting scroll border around the front panel was lost because it was printed over the dark background. In the re-design we have been able to show this scroll border because it is printed on the white background. The two very commonplace square copy blocks on the original tin were replaced in the re-design by the most natural of vignette-shaped backgrounds, two broken pieces of cashew brittle. The elimination of a top band which ran around the original tin produced in the re-design a larger appearing tin. This package, too, was designed for reproduction in the same number of colors as was the original.

A candy box or package has a tremendous competitive job to sell the goods produced by one manufacturer, rather than the dozen or more other packages displayed on the same counter or in the same case. My own judgment of candy and what makes it good or bad is not based on the scientific background of my colleagues on the Packaging Clinic board. However, I am willing to take their word for it that the candy contained in the first package discussed here was of superior quality. To my artistic mind, then, it seemed to be too bad that the manufacturer should put it into a box which was prosaic, dull, and not at all up to the standard, from a design or merchandising standpoint, with the merchandise it contained.

The box lacked punch, the design was very mediocre, the colors good but inadequate to convey the idea of delicious, cool summer candies, and general appeal. On a counter full of summer packages, this box would have been overlooked completely by the customer who was looking for something really good to take home or to give to a friend going on a trip. With all due modesty I submit that the re-designed package has all the qualities necessary to lift it out of the ordinary and make it an outstanding box in any kind of a display. The beauty of the re-design is, of course, that outside of the cost of a new set of plates and perhaps a little more cost for ink, the improved design will not be more expensive to the manufacturer than was the old one which had nothing to recommend it as an outstanding package for outstanding candies.

On the can of cashew brittle, our problem of re-design was somewhat different. Obviously, a real effort had been made to create for this delicious summer candy specialty a container which would convey the idea of old-fashioned goodness together with the idea of freshness. The freshness idea could hardly be more convincingly brought out than by use of a vacuum tin. But what about the label? What was to be done to make this label distinctly a candy label, a label which would immediately take this one-pound can out of the class of coffee and tobacco for which it has been extensively used and make it definitely a can of candy?

We honestly believe that the general public is not attracted by a big splash reproduction of the candy on the label. In keeping with the idea of goodness and palatability, our re-design shows just one or two tempting fragments of the brittle, as opposed to the one used on the lithographed can label showing the brittle running all around the can and the copy blocks. and main panel super-imposed on this background. "Candy is delicious food," but few of us think of it as delicious after we have eaten too much in one sitting. Similarly, the natural inclination for the customer who sees the old label would, I believe, be to turn away from it because too much candy is shown in one splash.

The re-designed label is clean-looking, with but two colors—brittle tan and white. As was said earlier in this article, the use of the label without borders makes the entire can look bigger, giving the customer the impression of getting more for his money. There is no mis-representation in so designing a label; it is a perfectly legitimate use of design to give a desired impression without actually deceiving the customer. Again, the cost of the new label will be equal to or even label than that of the present label, and it gives the can a certain "umph" which is lacking in the old design, "umph" in this case being more closely defined as merchandiseability.

In the November issue, two more packages will be redesigned and described in an article. If readers feel this is a service they need, we shall be glad to get your questions or your comments.

# Low-Price Gift Package



This sailboat of heavy blue cardboard trimmed in red and white is completely filled with wrapped kisses and decorated with cellophane and ribbon. It answers the ever-increasing need for attractive gifts in the low-price range. Beulah Arthur, New York, package designer who created this novelty item for juvenile trade, has been designing this type of packages since 1929, and reports an ever-increasing appeal for such work.

# GOOD TASTE IN RIGHT CLOTHES MAKES DEMAND



















THE CANDY MAN FAITHFULLY FOLLOWS

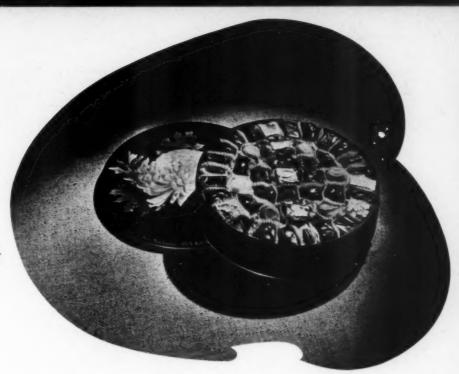
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THE MANUFACTURING CONFECTIONER

# THE CANDY

PACKAGING

CLINIC



CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: January, April, July, October

# Souvenir Package

1 lb.-75c

D°

CODE 8139 - Description: Cellophane-wrapped extension-edge box in gold blue and purple color combination. Description of the assortment is printed in black on bottom of the box.

Design: General view of Treasure Island at the Golden Gate Exposition. The over-all composition was good, the lettering neat, and the colors ex-cellently blended. The box top was apparently a stock top, inasmuch as the inside of the top had been soaked with grease from several of the chocolate pieces and these grease spots brought to light the fact that this same package, or at least the top, had been used as a souvenir package for another event last year. Now the assortment is being used as a souvenir for the San Francisco World's Fair.

Appearance on Opening: As mentioned, several of the chocolate pieces were apparently too large for the box, since they soaked through the padding and affected the box top. The box was packed too loosely and will not carry well or ship well. It was difficult to pass judgment on the appearance of this particular package, inasmuch as the contents had been heat-struck and the milk chocolates, particularly, collapsed due to the heat. The assortment was equally divided between light and dark coated pieces, all of them rather large in view of today's trend in chocolates. The lower layer, also, was too loosely packed.

Box Findings: Wax paper liner, em-

bossed wadding, brown glassine cups.

Sales Appeal: This package had been made to apply especially as a souvenir package for the Golden Gate Exposition, and will have a certain amount of appeal to Fair visitors to send back

Display Value: Fair, though not un-1151121.

Remarks: One cross divider would have aided in getting a tighter pack and this would have made a tremendous difference in the appearance of the entire assortment. Suggest using a purple on the bottom of the box instead of the blue, to conform with the

This Container for Counter Merchandising of Bars Won for Elmer Candy Company an Award from the New Orleans Advertising Club, Recently

box top. The Clinic does not believe this box answers all the requirements of a souvenir package which should be an outstanding box, containing an outstanding assortment, which should sell at a slightly higher price.

# Bar Dispenser

### 24 Bars-5c Each

CODE 8239-Description: Counter container covered with gold metallic foil. The display container is of transparent protectoid on the front and sides. The back portion extends above the general height of the container and is printed with advertising "copy." When closed for shipping, this "flag" folds forward over the contents. The lower portion of the dispenser is foil-covered cardboard.

Colors: Yellow, gold and blue on the dispenser. Foil wraps on bars, printed in red, the letters having a white shading. Diagonally across from upper left to lower right runs a narrow light blue band, also outlined in white.

Design: The "fly" of the dispenser gives the conventional rising-sun effect, gold bands being interspersed with light yellow bands. The name of the manufacturer appears in this company's usual script lettering. Prominently splashed across the center are the name of the bar and the price. Underneath these in a pennon effect is the slogan "Tastes like a million dollars." motive is carried out on the bar wraps, with the exception that the slogan is not repeated here, and the bar wrap also

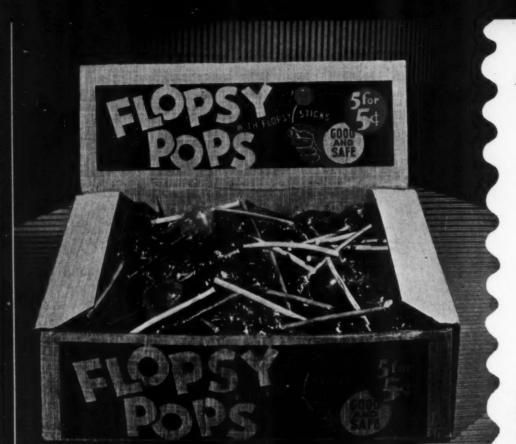


Photo Courtesy of Hinde & Dauch Paper Co., Inc.

One of the Outstanding Shipping-Merchandising Containers for Candy Which Has Come to the Attention of the Clinic. Featuring Pops with a Patented Safety Stick, The Corrugated Back Fly Can Also Be Used to Display Individual Suckers

has the diagonal blue band described above.

Remarks: This dispenser and its contents recently received the first award in a contest sponsored by the advertising club of a southern city. The Clinic believes the award was justified, particularly in the case of the dispenser, which gives complete visibility of the contents from three sides. Suggest that protectoid be carried all the way 'round the display box for better set-up and also suggest that the back of the "fly" carry "copy" of some kind, although this is not essential in a set-up display package. A pertinent question relative to the slogan might be: What does a million dollars taste like, through the perceptory organs?

# Miniature Jellies

Excellent Design

# 1 lb.-25c

CODE 8339 — Description: Cellophane-wrapped telescope box, covered with low-cost lithographed paper in two colors.

Colors: Lithographing in light green and light yellow on white, which gives a three-color effect.

Design: The design of this box-top is very good. The lettering is open enough to give the feeling of coolness, which is desirable in a summer package such as this obviously is. There are five different kinds of lettering,

but this has been so skillfully handled that each word has sufficient importance to carry its own weight. Use of lower case ";" in a word having all upper case letters otherwise is considered to be all right by some designers, but the Clinic does not recommend this practice.

Box Findings: Wax paper liner. Ten vertical dividers with modified saw-tooth edge give 10 tiers of candy in top layer. Cheap cardboard layerboard and another wax liner between upper and lower layer. Diagonal dividers in bottom layer.

Contents: The jellies were either very old or had been affected by heat. Flavor is good, but improvements could be made in the structure, centers could be made more transparent which would make a more appealing appearance.

Sales Appeal: This is 10c candy dressed up. The price of 25c seems too high, particularly if this manufacturer expects repeat sales. The box will sell the candy the first time, but even a well-designed, attractive box will not bring repeat sales if the customer feels he hasn't got his money's worth in the candy itself.

Display Value: Excellent. The cool colors are inviting, the design is attractive. It is unfortunate that the candy does not live up to the expectations built up for it by the good package.

Remarks: There was a feeling among Clinic members that the wrap used on the box top had perhaps originally been designed for a larger box, inasmuch as the wrap gives the impression of sliding off the box under consideration. List of ingredients on one side panel does not conform to the requirements of the New Food and Drug Law.

### Summer Assortment

Excellent Design

### 1 lb.-50c

CODE 8439 — Description: Cellophane-wrapped, telescope box. Cellophane wrapper was heat sealed and a foil price tag in lower right-hand corner. Box top covered with lithographed paper.

Design: A very smart-looking design, printed in light blue on white, giving a two-color effect. Design consists of a series of lines spaced closely at top and farther apart as they move down the box. The center piece is a reverse sketch of an old-fashioned Vehicle. At bottom, name of the assortment in reverse white and fancy lettering. Above it, in a white band, name of manufacturer is blue, also in fancy letters, but in different style. The style of this box is particularly appealing through the use of various-width bands of blue between the white lines.

Appearance on Opening: Summery looking candies in various hues, divided into three compartments by two transverse gold-edged dividers. Several pieces in light foil colors retain the summer appearance.

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Contents of Box: This is without question one of cheapest boxes of candies the Clinic has ever seen. It is obvious that this pack is made up of left-overs for which turn-over is attempted by attractive packaging. There is a distinct let-down for the customer who buys this assortment because of the attractive box and then finds he has bought candy which is in very poor condition through age. Candy of this quality can be bought for 10c a pound or less.

Box Findings: White glassine cups and two transverse gold-edged dividers. Cheap tissue padding and wax liner above candy.

Sales Appeal: Again, a beautiful box is employed to move inferior candy. There is no question about the appeal of this box, but the quality of the candy itself will command few repeat sales.

Display Value: Excellent so far as the package is concerned. Even the candies themselves look inviting, but the first bite will discourage many customers.

Remarks: We find in this package a very false principal being applied to packaging, namely, the excellent boxing of inferior goods. If this treatment indicates a trend in the candy business, the public will eventually shy away from every good-looking box for fear of getting inferior candy.

# Pectin Jellies

### 1 lb.-45c

CODE 8539 — Description: Cellophane-wrapped heat-sealed and pasted telescope box, wound diagonally with a green ribbon. Box covering is plain white embossed flint paper printed in one color.

Design: There is no pictorial design, the box top merely a printed cover. In this particular case, the printed box covering was not centered on the box, as some of the lettering ran off the side.

Color: Use of green ribbon against white paper and green lettering gave a two-color effect.

Appearance on Opening: A very refreshing and appealing pack of pectin jellies in various shapes and colors, attractively cupped, arranged in an interesting manner, and well-crystallized.

Sales Appeal: We have here the reverse of what has been said of several of the foregoing boxes: Excellent candy with plenty of sale and re-sale appeal, but packaged in a rather mediocre manner. The candy will sell well in spite of the mediocre package.

Display Value: Fair, when closed; excellent if the box is opened for display.

Box Findings: Embossed padding underlined with glassine. White glassine

Remarks: While the Clinic realizes this is the first attempt on the part of

this manufacturer to merchandise a packaged assortment (mfr. is a large bulk house), nevertheless, for the sake of the excellent candies in this assortment, we suggest the manufacturer engage a competent designer to make up a box in keeping with the quality of the candy. Also, care must be exercised in the use of cellophane wrapping, inasmuch as it has a tendency to tighten when exposed to heat, and if the ribbons and box-top covering are not tightly applied, the contracting cellophane will pull them out of shape or wrinkle them. An excellent assortment deserving a better package. See feature article in Packaging Section of

# Tin Box Assortment

Selected as Outstanding

### 3 lb.\_\$1.00\_\$1.25

CODE 8639—Description: Circular tin box in cardboard sleeve which is die-cut to show the box-top design. The tin is lithographed.

Design: Chrysanthemum in four colors against a black background. Fancy script lettering in reverse white against black on edge of box top gives information as to manufacturer, weight, etc.

Appearance on Opening: One of the most attractive packs the Clinic has seen in many a moon. Consists of dark and light coated chocolates, nougats, crystallized creams, nut roll, and nuttopped pieces. The light and dark coatings combined with the light-colored creams, the two gold-foiled pieces, and the cellophane-wrapped nutrolls make an unusually beautiful pack.

Box Findings: Embossed padding underlined with glassine, white glassine and brown glassine cups.\* White layerboard between upper and lower layer.

Sales Appeal: Everything a customer desires. Excellent candy in an attractive box and beautifully arranged.

### Display Value: Excellent

Remarka: This is a good demonstration of how excellent candy in an attractive box adds to the appeal of each, and both combined are almost irresistible. The Clinic cannot understand how this manufacturer can make a profit on anything like this box of candy for a price of \$1.00 or \$1.25. Nevertheless, the Clinic is unanimous in voting this one of the best packages ever seen for the money.

\*Two assortments were submitted, one packed in brown cups, and the other in white. The reader would be surprised to see the difference in effect obtained.

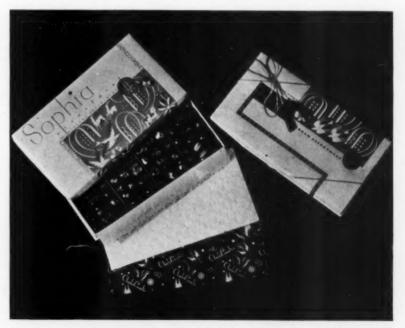
# Cashew and Peanut Brittle (2 Packages)

### 1 lb.-49c and 39c

CODE 8739—Description: One-pound vacuum tins with lithographed labels in three colors on can walls and small price tag pasted to cover.

Colors: Main body of label is light tan with yellow top edge. Main panel is purple background (for peanuts) and yellow (for cashews). Both tins also have copy blocks in yellow with black lettering.

Design: The main label of both tins is an illustrated nut-brittle effect over which the main panel and two copy blocks are placed. The main



Two Distinctive Packages Created for Retail Trade and Analyzed in This Month's Packaging Clinic. The Clinic Believes These Packages Are Outstanding, from the Design Viewpoint, but Are Lacking in a Definite Candy Atmosphere

panel carries out a scroll effect to illustrate the idea of "old fashioned" peanut brittle. The Clinic does not care especially for purple color used so prominently on a candy package, even conceding that this color helps to carry out the "old fashioned" idea.

Appearance on Opening: Very delicious peanut and cashew brittle packed in layers, which layers are separated from each other by circular wax paper liners. There is also a wax paper liner around the walls of each can.

Sales Appeal: We believe this package would create increased demand for brittle, especially because of the vacuum packing in a tin.

Display Value: Makes a good package for drug store trade and similar types of retail outlets.

Remarks: The Clinic believes that these tins could be made more attractive than they are at the present time and in that thought, a suggestion for improvement of design and colors is contained in the feature Packaging article of this issue.

# **Butter Cream Assortment**

Excellent Design

# 1 lb.-\$1.25

CODE 8839 — Description: Cellophane-wrapped (heat-sealed) extension edge telescope box. Box top covered with metallic foil, with a band of silver metallic foil running across it.

Colors: Lavender, green and silver in the main body of the cover. Some of the lettering in black, while the manufacturer's name is hand-lettered in shaded letters of black and silver.

Design: The design of this package is in good taste. The various color areas are well-divided and the colors make a good combination. Lettering is good, although we feel too much prominence is given the word "and" which connects the two words describing the assortment.

Appearance on Opening: A colorful and very attractive assortment of fresh cream and butter candy dipped in dark and milk chocolate coating and delicately shaded pastel-colored light coatings. The candies are well made, a good grade of coating has been used, and the arrangement of the pack in cups of two colors gives an appetizing appearance.

Box Findings: Padding embossed with the manufacturer's name and trade mark. This padding is underlined with glassine. The candy pieces are in glassine cups, brown for the chocolates, and green for the light-coated pieces.

Sales Appeal: A good all-year box, but especially good for summer trade.

Display Value: Excellent.

Remarks: We believe the manufacturer would do well to find some other word than "pastelle" to describe part of this assortment. There is, at least in the sound, too much similarity beween "pastelle" and "pastille" which means an entirely different type of candy from that offered in this package. Besides, "pastelle" refers to the color, not to the candy. While this is good candy, the price asked for this assortment is too high; at least, it would be in the East and Middle West.

# Coffee Candy

# 5 oz. and over-30c

CODE 8939—Description: Tin vacuum can, lithographed in two colors. Small price label affixed to center of can top.

Colors: Brown and buff.

Design: Two bands of brown and buff separated by thin silver line around the can. The main panel in brown, with lettering in reverse buff. The construction of this label is pleasing, especially the thin silver line to separate and break up the large color areas.

Appearance on Opening: Surrounded by a salmon-colored corrugated glassine liner, a number of bean-like brown candies which are described as "little nips of pure cream and coffee." There is a distinct coffee aroma to the candy, but the coffee flavor does not appear in eating. The candy tastes more like burnt caramel.

Sales Appeal: Believe the price is too high, and 30c is not a good sale price. Believe there would be more demand if less candy were put in can and the price reduced to a quarter (25c.)

Display Value: This tin has a lot of shelf and counter appeal.

Remarks: The design of the candies is good, but the name of this package is misleading on account of the sparse use of coffee flavor in the pieces. Suggest that the salmon-colored liner be eliminated, and each piece be individually wrapped in wax paper. Put about 4 oz. in the can and sell the whole for 25c.

# Chocolate Assortment

### 1 lb.-39c and 49c

CODE 81039—Description: Telescope box covered with cheap litho paper and wrapped in cellophane which is secured with cellulose tape.

Design: Plain white box with script lettering and type in black, tied with red ribbon with bow at lower right. One of the type panels at end of box is upside down.

Appearance on Opening: Assorted light and dark coated chocolate with one silver foiled piece. The candy is ordinary, but the coating is of good grade and the stringing is fair.

Box Findings: Cheap tissue padding at top, wax paper liner and brown glassine cups.

Sales Appeal: Mediocre.

Display Value: Very ordinary. There is nothing distinctive about the box,

the pack or the candies to lift them out of the ordinary.

Remarks: From a packaging standpoint, this is one of the poorest boxes seen by the Clinic in recent months. Re-design would help tremendously, especially in such points as keeping the type matter and lettering on the panels, avoiding mistakes like having one of the panels upside down, and use of appealing color combinations instead of the funereal black and white.

# Monogram Assortment

Excellent Design

# 1½ lb.-\$1.00

CODE 81139—Description: Telescope box with slight extension edge on lower portion. Plain cellophane wrap secured with cellulose tape. Buff paper printed in brown, gold, pink, and white.

Design: Rather intricate modernistic design. The main panel at upper right is of light gold color on which figures of doves, a butterfly and three unidentified scrolls are in reverse white and pink. The lower left corner of this panel leads into a brown block on which three letters are initialed in modern lettering in reverse white. (This is the cue for the "monogram.") The lower left corner of this brown block leads into a narrow gold band with reverse white lettering which wanders down and to the right and finally off the lower edge of the box. In the main this box design is in very good modern taste even though a series of un-related ideas are tied together through the two panels and the gold band. Colors are good and spacing is such as to prevent the crowding of the various ideas which might easily have resulted in the hands of a less experienced designer.

Appearance on Opening: One layer of dark and light coated chocolates, divided into five sections by the use of a tray in the center which is in turn divided into three separate compartments. The center section of this tray contains two gold foiled pieces. Coating and stringing are good and the centers are what they should be for this type of package.

Box Findings: Tissue padding and underneath this a diaphane liner imprinted with modernistic figures and lettering in white. Another piece of this diaphane is used as a liner completed around the pack. The box also has embossed lace flies. Gold edged tray with gold edged dividers. Brown glassine cups.

Sales Appeal: Very good retail package which looks much like a commercial box.

Display Value: Good.

Remarks: There was a division of opinion over the merits of this package among Clinic members, the designer member and others believing that it is all than can be asked of a

# ONE WAY TO AVOID Packaging Mistakes...

one time paper was considered as simply an economical material for packaging—a product with a few varieties chosen somewhat at random to fit different conditions. This produced a trial and error method of packaging that often involved costly mistakes.

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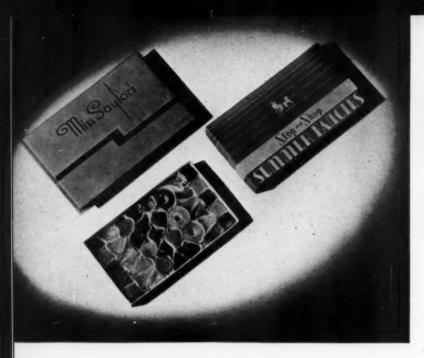
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Three Outstanding Summer Packages Viewed by the Clinic This Month. The Open Box Is the Same One Re-Designed by H. C. Thomas and Discussed in This Month's Packaging Article. The Box at Lett. Above, Contained a Colorful and Attractive Assortment of Fresh Creams and Butter Candy. The Attractive Box at Right Was Regarded as Excellent from a Design Standpoint, Though the Candies It Contained Left Something To Be Desired

modern, yet subdued candy box, while the out-and-out candy men on the Clinic Board believed it was too ornate and not closely enough associated with the candy idea in its design to be an outstanding box. From a design standpoint, then, the box is excellent; and from the candy selling standpoint, it leaves something to be desired.

# Miniature Chocolates

Excellent Design

# 1 lb.-\$1.00

CODE 81239—Description: Greenish buff one-layer box with lower portion extension edge. Wrapped in silk-screen cellophane secured with cellulose tape. The box itself was tied with a gold silk cord with black tassels.

Design: Above at left in large modernistic lettering the name of the assortment. Below this and slightly to the right and running over the bottom edge, a large panel with a green background on which are modernistic figures of animals and flowers in white and gold. Gold lettering runs off the upper and lower edges at either end of the large panel.

Appearance on Opening: The assortment presents a very attractive appearance with good gloss and neat arrangement of the pack. Stringing is good. Division of the chocolates through use of tray at center with dividers breaks up the monotony, as do the three foiled pieces at upper right and the four pieces at lower left which are topped with silver dragees.

Box Findings: Embossed padding with name of assortment in a center panel. The padding is underlined with glassine. Diaphane liner printed in white with modernistic animal figures and lettering. This same diaphane is used as a liner going completely around

the pack. Embossed lace flies. Goldedged tray at center with two cross dividers. Brown glassine cups.

Sales Appeal: This is a retail shop package which has very much the appearance of a wholesale package, although the modernistic design definitely tags it as a retail shop box with a retail shop customer appeal.

Display Value: Good.

Remarks: These candies are not miniatures. According to standards set by general practice in the industry, miniatures run about 100 pieces to the pound. This package ran about 70-80 pieces to the pound. The same division of opinion as mentioned under the previous package split the members of the Clinic Board with reference to this box. From a design standpoint, the package is excellent; but from the candy-selling standpoint, the candy men felt the box could as easily have been applied to soap, toilet articles, or anything else.

# Old-Fashioned Gum Drops

### 1 lb.-25c

CODE 81339 — Description: Cheap strawboard telescope box covered with very cheap lithographed paper, cellophane wrapped and heat sealed.

Design: Clashing colors of dark redbrown with panel in pale blue. The lettering is of the type used today to designate the "mauve decade" or the "gay 90's." The design leaves much to be desired, especially so the choice of suitable colors.

Appearance on Opening: Fair. The jellies in various colors are held in straight tiers by vertical dividers with modified saw-tooth edges. The candy is either very old or has been affected by the heat. Flavor is good, but structure could be improved.

Box Findings: Wax paper liners; ten

dividers, as mentioned; cheap cardboard layerboard and another wax liner; diagonal divider for bottom layer.

Sales Appeal: Neither the box or the candies are of the type to create much initial or repeat demand.

Display Value: Fair.

Remarks: A different color combination should be found for this package, and the design so altered as to carry out the "old-fashioned" idea without attaining the mediocre effect achieved on the box under consideration. A designer could make something of this package.

# French Creams

#### 1 lb.-\$1.25

CODE 81439—Description: Upper and lower extension edge box made to give a different appearance by covering the box top with amber foil so that the extension edge is not apparent here, and giving a slanting edge. Wrapped in amber cellophane and heat sealed.

Design: No illustrative design, merely black hand lettering of the manufacturer's name against a more reddish strip running across the box top horizontally. At lower right, in black letters, description of assortment.

Appearance on Opening: Very excellent chocolate-coated creams on which the gloss and stringing is good. Two gold-foiled pieces break up the brown monotony of light and dark coated pieces.

Box Findings: Padding embossed with manufacturer's name and underlined with glassine. Brown glassine cups. Insert containing a manufacturer's guarantee and a description of the assortment.

Sales Appeal: Good, though the use of amber colored cellophane is, we believe, an unneccesary expense which does not fulfill the purpose desired. If white cellophane were used, the two shades of amber used on the box top would show through to better advantage.

Display Value: Good, with the exception noted above.

Remarks: There is a feeling that more expense than necessary was used on the plates for this cover job. The lettering is pleasing and the entire box will be given more "sparkle" if the suggestion made relative to transparent, colorless cellophane for the outer wrapping is followed out.

# Mint Chocolate Bar

11/2 oz.-5c

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CODE 81539—Description: Wrapper: Flint paper (white) printed in green, gold and blue. The main panel contains the words "Mint Chocolate" in two-tone green script lettering. Under this is a gold band with the word "sweet" in blue type at center and mint leave designs in light green at each side. Under this, the name of the manufacturer and the weight. The rear panel consists entirely of lettering in green and gold. The upper and lower edges are green bands on which the lettering is in blue. Bar is also wrapped in silver foil.

Design: The use of this light green combined with light gold gives the feeling of coolness usually associated with mint flavor. Yet there is nothing in the design itself to suggest candy. Perhaps a little chocolate brown could be added to the lettering instead of the green or blue, which would give the chocolate idea which is needed for this wrapper.

Remarks: So far as the Clinic knows, this is one of the very few mint flavored chocolate bars on the market, and it is rarely seen in the East or Middle West. With the suggestions noted above, the wrap will conform to the very best traditions of good bar wraps.

# **Apple Confection**

1/2 lb.-50c

CODE 81639—Description: Telescope box with lower extension edge and made into a Golden Gate Exposition souvenir package by the addition of a gold foil band at left, over which a printed cellophane band is placed. This cellophane band contains an illustration of the Golden Gate Exposition.

Design: A very old-fashioned illustration of those little mythical figures of childhood fairy-story days, bringing pieces of this confection to what appears also to be a fairy-story princess. In the center is an oval panel containing the registered trade name of these confections, garnished on either side by apple blossoms. Underneath this panel in small type, a description of the confection.

Appearance on Opening: Printed cellophane liner with apple blossom design at upper left and lower right, connected by a multi-colored chain design. The center illustration again carries out the fairy-story idea. The confections are in glassine cups printed with apple blossom design and carrying the name of the confection in the bottom area.

Remarks: This package design needs to be snapped up and brought up to date, if the confection is to appeal to a large general trade. It is due to one of those strange phenomena which sometime occur in language that a word deteriorates in meaning. The word "fairy" has so deteriorated and even though we fully understand the meaning in its use in this connection, we recommend that it be entirely eliminated from the packages and slogans of this manufacturer. Something should also be done in the design to bring out the apple idea to better advantage.

# Pops Shipper and Dispenser

Selected as Excellent

# 120 Pieces-lc Apiece

CODE 81739—General Description: Die-cut corrugated shipping box which is so cut as to permit the dealer to use it for a counter dispenser upon arrival. When cut and folded back, the lid becomes a "flag" on which are reverseprinted, in blue and red, the name and price of the contents. Side panels are also blue and red.

Contents: Pliofilm-wrapped "pops" with a patented safety stick from which these pops receive their name.

Remarks: This is one of the best designed bulk display boxes for candy suckers that Clinic has seen. The colors are good and well-distributed on the various panels. We suggest that instructions relative to using the package be put on the back of the cutout instead of on the front where customers can see them.





# THE Manufacturing RETAILER



# THOUGHTS OF A TRAVELER What's Wrong With Our Business?

By GEORGE A. EDDINGTON

IKE the busman, who takes a long ride on his day off, or the postman who takes a walk on his free day, I spent my vacation recently by visiting several retail candy shops I ran across in the course of an automobile trip which took me as far East as New York state. My round of visits has re-convinced me that fundamentally there is nothing wrong with the candy business. In spite of the fact that my trip and my visits were made at a time of summer when the public is not particularly candy-conscious, nevertheless the shops I visited seemed busy as always, and in several cases I actually found shops crying for help in order to keep abreast of the orders which were piling up.

I saw a candy shop, out on a dirt road three-quarters of a mile from town, doing a land-office business with customers who drove their cars right up onto this former farmyard through a wheat field. They drove in, left their money, took their candy, turned around in the farmyard and drove away again, and the shop owner tells me he can depend on seeing the same faces turn up once or twice a week all summer. I wouldn't have believed this if I hadn't seen it with my own eyes. Talk about the man who made a better moustrap! This candy man off there on the dirt road was proving dozens of times each day that the public will beat a path to your doorway if you make the kind of goods they want, regardless of price or inconvenience.

Well, I went in and saw the layout. Taking this old farmhouse, the candy manufacturer renovated and altered it so that part of the house could be used for his manufacturing shop. An L-shaped addition which had formerly been used as the summer kitchen and woodshed had been fixed up so it could be used for candy making. The house had been piped for gas many years ago, so it was a simple matter to pipe this out into the shop where the cookers were set up. Before the new cement floor was put in out there, an artesian well had been drilled which gave this manufacturer a supply of



George A. Eddington

excellent, fresh water. The whole layout was carefully laid out and arranged for very efficient small-scale production. From this small layout, the manufacturer made deliveries twice a week to shops and stores within a radius of 100 miles. An interesting side-light to his story is the fact that few of the grocers or other retail stores in his town would take on his candies, at first. So he was forced, at the start, to develop his out-of-town market. One home-town grocer in particular, would have nothing to do with this candy. Yet the manufacturer got several large orders from out-of-town dealers. The public found these candies so good that they began driving to the little plant to pick up their own candy which was sold in the dining room of this old house. Once this trend was started, it did not take the home-town dealers long to come begging for his candy, and today it is featured in every retail store in town.

It is sold for less money in the stores, yet people continue to drive out to the plant to get it fresh off the counter. As I said at the start, it would have been incredible to me had I not seen this myself.

Someone has said that what the candy business needs today is better goods at lower cost. I don't subscribe to this idea at all; as a matter of fact, I believe that is the big reason for such distress as we find in our Industry today. Failure of some of our old-time big firms which are going to the wall today is proving the adage that it just isn't possible to give the public better candy for less money. What we need, especially in the retail business, is better candy for more money.

Even with all the improvements they have in large factories, improvements in machinery and methods, a good many companies have been unable to get out of the red and they think business is terrible. I claim that just so long as we keep up this game of "follow the leader," where one or a few companies are setting the price and the rest follow, the candy business will be terrible. But that does not mean the business is not there. What we need is rugged individualism; there's very little of this in evidence today in our Industry. We need individuals who will do their own business and not watch what the other fellow is doing.

A factory should, in my opinion, be run so that the superintendent has his finger on every department, and everybody in that factory should know the superintendent well enough to know how he wants things done.

My idea of the good superintendent is a man who can tell immediately if a batch is cooked too high, when is has the right texture, the amount of nuts or couverture to be used, how the depositor should run, how much the pieces should weigh before and after coating, and a thousand and one other little things. You cannot take just anybody off the street and expect him to know. Where a factory is turning out good candy that is selling, you will find someone in the factory who knows. As long as there is the human element involved in the candy business, there must be someone in charge who knows. There is nothing wrong with the candy business; the only thing is that if we have to go into mass production without properly-trained men to supervise it, something will always be wrong.

In Buffalo, recently, I ran across a fellow for whom I used to work. When I saw him last, he had got out of the shop and was letting someone else do the work back there while he himself stayed up front or in the office. He had made a fortune, but on my visit this summer, I found him back there in the shop with his sleeves rolled up, trying with might and main to recoup some of the losses he took when he wore a white collar and bossed things from a desk. He had gone

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through the mill, and here he was back there in the shop once more with his sleeves rolled up and crying for help. Not financial help. Heck, no. He had more orders than he could fill. But he needed a candy maker who could help him turn out the goods.

This manufacturer specializes in suckers. I had seen a very handsome store window display of suckers in Perry, N. Y., while I was just "mooching" around, and the feeling crept over me at once that somehow these suckers came from Buffalo. I worked there many years ago, and I claim the candy made there has a certain something you never are actually conscious of, but you also never forget entirely. Later in Buffalo, when I walked into this little manufacturing plant I spoke of in the previous paragraph, I asked this man if they were his. He said he had just come back from Perry and had booked several large orders. Hence, his need for help.

What made this candy display in Perry outstanding, in addition to the beautiful appearance of the candy itself, was the fact that a real job of display had been done in the window. The display attracted me from the opposite side of the street. Most stores display candy too flat; by that I mean, the display is built without thought to the customer across the street. Most candy windows are too flat. Goods well displayed means that the display has been built up in the back and graduates down toward the glass. In this particular display in Perry, the original shipping containers had been used, but the tops had been cut off and the goods heaped up so they formed a mound above the top limits of the box.

Years ago we used to build pieces of candy for taste and flavor, and this was the prevailing practice throughout the industry. But today the man making a quality



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piece and asking a higher price for it is in such minority that I believe it well to point him out occasionally, just to show that the old-timers weren't so far wrong. The few manufacturers still sticking to those principles today are perhaps not running into the million dollar volume class, but believe me, they are doing all right. In our Industry today, we are in the midst of a situation predicted for us by a European confectionery man whose firm has always manufactured high quality goods and has established a fine reputation with its various lines. He told of the job he was having in trying to sell some of his own associates off the idea of building down to a price demanded by some customers who declared they could not continue buying at prevailing prices.

This manufacturer gave the pleas of his associates careful consideration, but finally came to the conclusion that it would be unwise to change the company's policy in this respect. "If we cheapened our goods to meet the desired price," he said, "it would not be long until the buyers would say, 'Your price is all right, but your candies would sell better if you improved the quality somewhat.' Then with competition continuing on both a price and quality basis, we would be forced to return to nearly the same quality of today, but within the lower price range. Of course, this would mean operating at a loss or at least without profit. I cannot see the wisdom of doing that kind of business."

This is the situation the American confectionery business finds itself in today. The entire industry has suffered because 90 per cent of our manufacturers haven't courage enough to make a quality piece of candy and get a good price for it. From an industry standpoint, if quality were given first consideration, the buying public would still be enjoying the delectable tastiness offered by candies as they were developed over the years by candy craftsmen. It is no secret that the quality of a finished product is determined by the materials used, method of production, and the workmanship devoted to it. Today the manufacturer has the materials and the equipment with which to do this kind of a job, but because we are production-minded, we forget that to turn out good candy it still takes a little more time and a little more real craftsmanship. The Industry doesn't want better goods at a lower price; it needs and should strive to achieve, better goods at better prices.

# ELMER CANDY PACKAGE RECEIVES AWARD

According to word received from M. M. Elmer, sales manager of the Elmer Candy Co., Inc., New Orleans, La., a package of candy produced and packaged by the company recently received first prize as the most outstanding package for 1939 in New Orleans in a competition sponsored by the Advertising Club of New Orleans, in connection with the Manufacturers' Bureau of the Association of Commerce. The Elmer company was one of 40 manufacturers who exhibited their outstanding packages during the exhibit. The Elmer package which received the award was a 24-count box of Elmer's Gold Brick bars.

The first annual meeting of the Packaging Institute, Inc., will be held on October 12-13 at the Edgewater Beach hotel, Chicago, according to a decision of the board of directors, who met in New York, June 22. The establishment of a Packaging Supplies division was also announced.

# SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City

THE last few days the Middle West has been sweltering under the most severe heat wave to date this summer, but tonight, as I write these few lines, it has started to rain, and I understand it is universal thruout this section, which will bring relief to the crops. The wheat crop of Kansas mas damaged severely recently when they had a heavy downpour while in the operation of threshing. This will reduce greatly the

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yield thruout this section. Taking it all in all from all I can learn, we will have a fair crop in the Middle West which should put a few nickles in the pockets of the consuming public for candy this fall and winter.

The Kansas City Candy Club reelected the following officers for the coming year at their last meeting: Ray Olmstead, president; Ed. Waller, vice president, and C. Ray Franklin, secretary-treasurer. The Club will hold a golf tournament in July where all the men of the grip in the candy industry in the Kansas City area will vie for honors in the field of golf.

The Northwestern Candy Co., Des Moines, Iowa, are installing a cooling room, etc., in their building on East Locust Street. They will have a real layout when completed which will furnish them ample room for their chocolate department in the future.

Chas. Douglas of the Douglas Candy Co., St. Joseph, Mo., is on a tour of Europe where he will be for about six weeks. Here's hoping he has a nice trip. Chas. Chase of the Chase Candy Co., the same city, just returned from a like trip. Those Missourians seem to enjoy traveling Europe, and why not?

I ate luncheon with Ray Graham, candy buyer for Paxton & Gallagher Co., Omaha, Nebr., a few days ago and the following conversation came up. Ray (to waitress): "Say, girlie, is this all the cream you are goin' to give me?" Waitress: "If I were as fresh as you are I would give you a whole gallon." Ray was quiet for a while.

Fred Miller, with the National Consolidated Candy Co., St. Louis, who works Nebraska, enjoys a good story, so he told me the following: Office Boy: "I et six eggs for breakfast." Bookkeeper: "You mean ate, don't "Well, maybe it was eight I et."

Bob Bradley, with Walter Johnson Candy Co. in the Southwest, has just moved into his new home, and it's a dandy. I understand he has a billiard table in the recreation room and has issued an invitation to all the candy boys who think they understand the game.

The famous detective arrived on the scene. "Heavens,"



VERY ONE the exact duplicate of the other-perfect uniformity of size and smoothness-square cut ends, free from burrs.

SUPERIOR CANDY STICKS are made from the highest quality white birch, turned by master craftsmen in our own factories. Their amazing uniformity makes them ideal for use on your high-speed automatic pop machines.

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# MACHINES

pendable and economical. The SENIOR MODEL wraps 140 pieces per minute; new HIGH pieces per minute; new HIGH SPEED SPECIAL MODEL wraps 325 to 425 pieces per minute.

Both machines are built for the most exacting requirements and carry our unqualified guarantee.

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SHEETING STACKING MACHINE and save 10-25 % of cost

Purchase your cellophane in rolls and cut to desired size sheets from 2" to 24" wide x 3" to 28" long on this fully automatic machine.

When Stacker Table is filled, machine automatically stops. No operator is required. Machine is portable, operates from electric light and Electric Eye Attachment furnished if desired.

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Chicago, III.

AND



he said, "this is more serious than I thought-the window is broken on both sides." This came from Ed Payunk, candy buyer for Palmer Candy Co., Sioux City, Íowa.

Berkely Smith, president of the Smith Candy Co., Waterloo, Iowa, and wife, left a few days ago for a ten-day vacation. Their destination was not known, but some way I seem to feel they are going to take in the World's Fair at New York.

Earl Walker of Mars, Inc., who resides in San Francisco, Cal., will be in Kansas City for a day or so in the near future on his way enroute to the Mars sales meeting. I understand Mrs. Walker will visit with relatives in Kansas City, her home, while Earl attends the meeting at Chicago.

Tootsie Rolls have a crew in the Middle West where they have been for several weeks helping the jobbers sell more Tootsie Products and publicizing the line in

The candy business is a great business, but where is it headed? Think it over.

Henry Clossen, who sells candy for Veribright, was in the Army, so he told me the following navy story: A sailor was recounting his experiences to a dear old lady. Old Lady: "What rank did you hold?" Sailor: "Ships optician, lady." Old lady: "I didn't know there was such a rank. What did you do?" Sailor: "I scraped the eyes out of the potatoes.'

Here's one that's not so bad, and might be of value to a lot of us.

> To get his wealth, he spent his health, And then with might and main He turned around and spent his wealth To get his health again.



# CHRISTMAS STOCKINGS

AND NETTINGS

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Emulsion "A" \$5.90 per gal. Liquid "B" \$5.40 " "

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MADISON, N. J.

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Means IBBONS -More Sales

We have largest stock in the Middle West

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Immediate delivery—High in quality—Low in price

W. RANDOLPH ST.

CHICAGO

# Second Annual Chicago Candy Show

THE Second Annual Candy Show sponsored by the Chicago Candy Club will be held at the Sherman Hotel, Chicago, on Tuesday, Wednesday, Thursday and Friday, August 29-31 and Sept. 1, according to Edwin V. Zeddies, Curtiss Candy Co., who is in charge of publicity for the event.

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This year there will be four days instead of three, as last year. Opening day

— Tuesday, August 29—
will be known as "Industry Preview Day." A luncheon will be held in



Edwin V. Zeddies

the Bal Tabarin room of the hotel, featuring at least one prominent industry figure as speaker. This special day is included to give candy buyers and friends in the industry an opportunity to see the exhibits and talk to the exhibitors without disturbance from the public.

Amateur night will be held for the public on the evening of the second day. Competent judges will watch various acts presented by amateur groups and will award three prizes to winning combinations, the first prize to

be \$25, second, \$15, and third, \$10.

The big Beauty Queen Contest will be held on the evening of the third day. From hundreds of young women occupied in some capacity in the confectionery industry will be chosen one who will reign as "Candy Queen" for the ensuing year. She will also receive a prize of \$75. Second and third place winners, to be known as "ladies of the candy queen's court," will be awarded \$50 and \$25, respectively. Judges for this contest will consist of beauty experts, newspaper women, and artists from the Chicago area. Last year's "Candy Queen" was Mary Jeanne Drake of the Curtiss Candy Company. Award of the crown to this year's "queen" will be made by none other than "Miss America of 1939," Miss Marilyn Meseke, who is being sent to the Show through the courtesy of the Sandy Valley Grocery Company.

A Candy Kiddie Parade will be the feature event of

A Candy Kiddie Parade will be the feature event of the last day. Children under 14 years of age are eligible to participate. They must, however, come costumed in outfits representing some form of candy or candy raw material. Awards will also be made for the best costumes in the parade. Music for all events will be furnished by Lew Diamond and his orchestra, and the special feature events of the Show will be held in the Grand Ballroom

of the hotel.

A list of companies participating in the show follows: American Licorice Co., Ambrosia Candy Co., Walter Baker & Co., Brach's Candy Specialty Co., Paul F. Beich Co., Charms Co., Curtiss Candy Co., Hollywood Candy Co., Hubinger Co., Illinois Candy Co., Johnson, Walter H., Candy Co., Klein Chocolate Co., Kraft-Phenix Cheese Corp., Lee-Tex Rubbert Products Corp., Lion Specialty Co., Chas. N. Miller Co., A. G. Morse Co., New England Confectionery Co., Peanut Specialty Co., Peerless Confection Co., Planters Nut & Chocolate Co., Queen Anne Candy Co., Reed Candy Co., Rockwood & Company, Savage Brothers Co., Sperry Candy Co., The Waddell Co., Inc., and George Ziegler Co.

# LOSING MONEY?

Are you losing money—because of indoor weather troubles? Spoilage of chocolate and other materials in storage—candy that is too soft and soggy or too sticky—gumming up of wrapping machines—these and other handicaps due to improper temperature and humidity eat into profits.

If this is your problem, let us show you how it can be effectively solved by Sturtevant Air Conditioning. Our years of experience in solving similar problems for concerns such as Life Savers, Inc. and Wilbur-Suchard Chocolate Company are at your service.

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### MACHINERY FOR SALE

FOR SALE: Light specialty food manufacturing business for sale. Good opportunity. Address H8396 c/o The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

FOR SALE: Williamsport Candy Manufacturing Peerless jelly drops. Reason death of owner. Business established 43 years. National distribution. A real business opportunity. See John A. Gerber, Williamsport, Pa.

MACHINERY FOR SALE: One four pot Conge, steel bottom \$300; One six foot Chaser \$400; One three roll Triple Mill, dia. 36" \$300 f. o. b. a Pacific Coast port, crating extra. All manufactured by National Equipment Co. Splendid condition. Address G7397 c/o The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Illinois.

MACHINERY FOR SALE: For immediate disposal: One simplex Gas Cooker, two kettles; one 4 x Frick Ammonia Compressor with high side, automatic controls, 15 feel coils, 7½ HP motor, equipment complete; One 14 foot Conveyor, 2 HP motor. Can buy at your price—Must have the space. This machinery located in East. Address F6392 c/o The Manufacturing Confectioner, 400 W. Madison Street, Chicago, Illinois.

FOR SALE: 1 Dugan Popcorn Machine in excellent condition. The machine has a capacity of 30 lbs. of Popcorn per hour and was only in service for three months. Will sacrifice for immediate sale. Address E5391 c/o The Manufacturing Confectioner, 400 W. Madison Street, Chicago. Illinois.

FOR SALE: One Package Machinery Automatic Cough Drop Packing and Wrapping Equipment. For further details write G7395 c/o The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Illinois.

#### MACHINERY FOR SALE

MACHINERY FOR SALE: Standard 38" engrossing and polishing revolving pans. Address G7292 c/o TheManufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Illinois.

FOR SALE: One National Equipment Rotating Packing Table, complete with motor. Like new. Address F6396 c/o The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Illinois.

MACHINERY FOR SALE: Two 18" gas stoves one DC blower. One Model F1 Simplex flat bag making machine. One cocoanut shredder. Two four-pot and two—three pot tables, each pot 10" diameter, by 6" deep for fifty pounds steam pressure. One Dern Cutter with 24' metal tunnel. One 6' York Batch Roller, DC motor, Eighteen nougat pans 12"x32". Address C3399 c/o The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

CHEWING GUM FACTORY FOR SALE. Complete machinery to make standard 5-stick-chewing gum, capacity 10,000 packages per day. Good second-hand equipment, cost new over \$5,000. Will sell for only \$850, and include formulas for making high grade gum. Address B23915, c/o The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Illinois.

MACHINERY FOR SALE: Burkhard Vacuum Cooker; 600 lbs. Capacity; complete with steam pump. Recently reconditioned by Burkhardt. \$450.00 crated. Address F63915, The Manufacturing Confectioner, 400 W. Madison St., Chicago, Ill.

MACHINERY FOR SALE: Racine Pop machine with penny moulds. Four ton ice machine. Gas furnace with blower and motor. Hard candy tables with metal tops. Slab rods. Sell or trade. H. L. Feldman, 2500 W. 25th Street, Cleveland, Ohio.

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FOR SALE: 1 Simplex vacuum cooker in excellent condition. Address F63918 C/o The Manufacturing Confectioner, 400 W. Madison St., Chicago, Ill.

FRIGIDAIRE CANDY SHOW
Cases, Candy Factory Chairs, Time
Clock, Display Jars, Display Racks,
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FOR SALE—24" N. E. Chain Decorator. Model "KD" Package Machinery Kiss Wrapper. Also Model "K"

1,000 lb. Werner Syrup Cooler. Ideal Caramel Wrappers, 1x1 in. and 34x1½ in.

Hildreth Double Arm Puller, Motor Drive,

Many other items. All rebuilt and guaranteed. Savage Bros. Co., 2636 Gladys Avenue, Chicago, Ill.

FOR SALE, complete modern candy plant located in Cambridge, Mass. Must dispose, at sacrifice, of entire plant, including machinery, equipment also real estate (can be purchased or rented very cheap). Ready for operation with all necessary equipment for making a complete line of caramels, fudge, hard candies, chocolate coated goods, marshmallows, nougats, etc. All modern machinery in excellent condition, some of which has been installed in the last year.

Building is 6 stories of the latest type. Floor space measuring approximately 66 x 150, 10,000 sq. ft. per floor, electric elevator 4000 lb. cap. 11 ft. ceiling height, 100 lb. sprinkler system.

Two high pressure boilers, 125 H. P., each, two refrigerating machines, 52-ton cap. and 30 ton cap. each, air conditioning about ½ of the building.

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Ample supply of skilled labor, low taxes, excellent shipping facilities and many other advantages that make this the ideal plant. Real opportunity for responsible party who will act quickly. For further information, WRITE OR WIRE, Address F63916, The Manufacturing Confectioner, 400 W. Madison St., Chicago.

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